MARCH 3, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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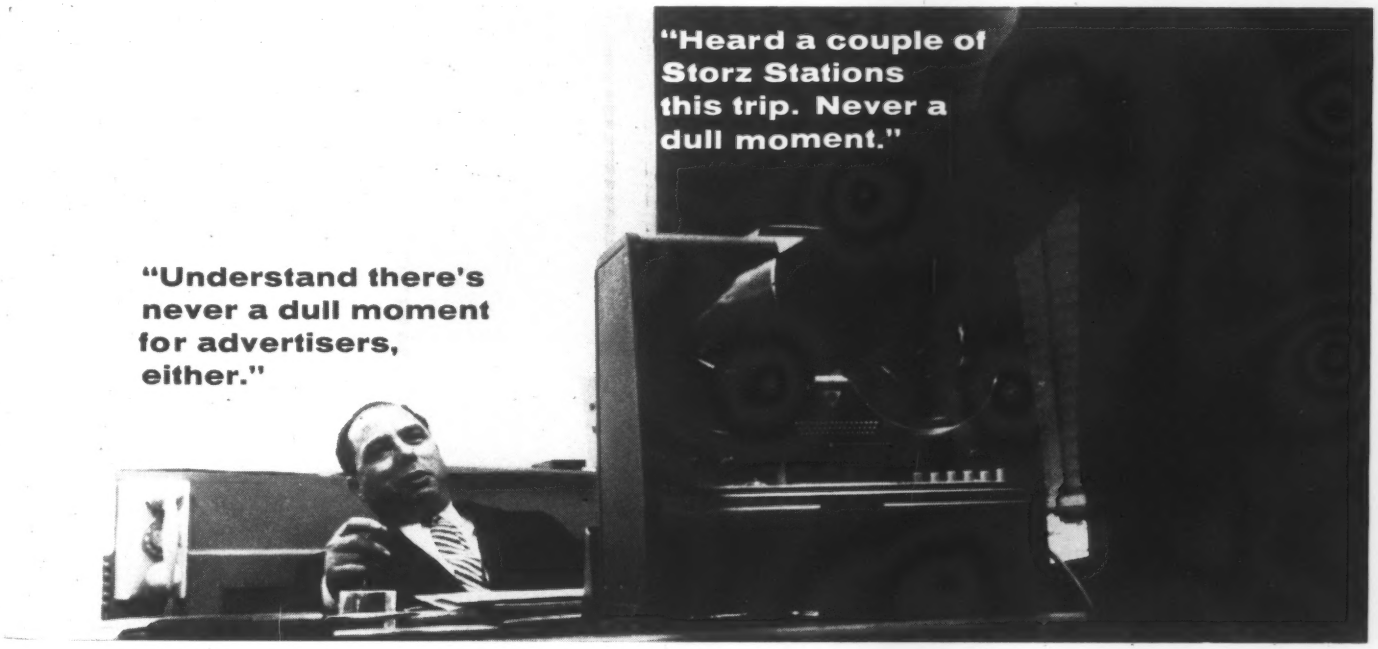
"Heard a couple of Storz Stations this trip. Never a dull moment."
"Understand there's never a dull moment for advertisers, either."

In any of these 4 important markets . . . every time's a good time . . . with the first place Storz Station.

MINNEAPOLIS-ST. PAUL . . . WDGY is first . . . all-day average. Proof: Pulse. See Blair, or General Manager Jack Thayer.

KANSAS CITY. . .WHB is first . . . all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is first . . . all-day. Proof: Hooper (32.6%)—a new high. . . . Pulse, too. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (36.7%) . . . Pulse (410 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

THE DAY THE MOUSE MOVED

They told us one day that the mouse was moving.
But were we dismayed?
On the contrary, it created the kind of challenge
that KSLA-TV personnel absolutely
thrives upon. They could take the mouse..... but
by golly, *we'd keep the 27.9 rating!*

So we created a show of our own by wrapping
a Salt named Captain Holly around
POPEYE and Looney Tunes Cartoons. And
to let the kids know that POPEYE AND HIS PALS
were coming to town we staged a contest and
promotion.... *the success of which*
nearly blew us all down!

The ratings? 27.9 for
POPEYE.....15.4 for the mouse,
and we haven't even eaten our spinach yet!

KSLA TV

basic CBS *channel* **12** *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

Photo by Hamill-Solazzo

WJIM-TV

Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint... NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

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10th anniversary year for America's 10th TV Market

March 18, 1949, marked the initial WGAL-TV telecast. This date in 1958 brings to mind the steady advancements made by WGAL-TV. These are: significant programming, to entertain, inform, uplift and serve; steadily increasing audiences and advertisers; dramatically improved facilities and equipment for the finest in black and white and full color transmission. At the beginning of this tenth anniversary year, WGAL-TV confidently plans for the future and renews past pledges to furnish the best in television to the many communities it serves.

WGAL-TV

Lancaster, Pa.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Mr. Channel 8
316,000 WATTS

Representative:
The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

closed circuit.

MACK'S SUCCESSOR • Departure of Richard A. Mack from FCC, either by resignation or by Presidential request, is now certain. If Mr. Mack does not resign, as was openly suggested to him Friday at House Oversight Committee hearing, White House will ask that he quit. White House already is seeking successor, who must be Democrat and meet President Eisenhower's "clean as a hound's tooth" prescription. He would serve unexpired portion of Mack term, which runs until June 30, 1962.

•

Despite published predictions, there's no confirmation of report that John C. Doerfer will be "rotated" out of FCC chairmanship, with Comr. Frederick W. Ford, who took office last Aug. 29, succeeding him. White House understood to be solidly behind incumbent chairman, who assumed helm last June 30. It is now likewise predicted that Robert T. Bartley, Speaker Rayburn's nephew, will be reappointed for another seven-year term June 30.

•

SUN RAY IN MIAMI • Agreement looking toward sale of WCKR Miami, NBC outlet and sister station of ch. 7 WCKT (TV), to Sun Ray Drug (which owns WPEN-AM-FM Philadelphia) for $800,000 has been reached. Sale would separate radio operation from Biscayne Tv Corp., which is owned jointly by principals of *Miami Herald* and *Miami News* with former NBC President, Niles Trammell, president, general manager and 15% stockholder.

•

WCKR, which operates on 610 kc with 5 kw, is former WIOD which had been operated by Miami News *(Cox) interest. Upon formation of Biscayne Tv Corp., WQAM, which had been owned by* Miami Herald *(Knight) was sold to Todd Storz for $850,000* [BROADCASTING, *July 23, '56*]. *Sun Ray would also lease radio portion of Biscayne operations under 10-year arrangement as part of overall transaction.*

•

CODE OF ETHICS • Picking up theme of Congressional sentiment growing out of Oversight Committee proceedings, FCC shortly may take action on code of ethics which would apply to FCC members, staff and those doing business with Commission. Draft has been prepared. It would be applicable uniformly on all adjudicatory matters, taking into consideration fact that members of Congress are among those who habitually contact FCC on pending cases.

•

While Senate Commerce Committee had tentatively planned to hold hearings on anti-pay tv bills (S 2268, S 2924 and S 3201) March 24, indications last week were that there would be at least one month postponement until late April. Rub there, however, is that NAB convention, in Los Angeles April 27-May 1, might conflict, since number of key witnesses from tv also would be slated for convention participation.

•

SEE THE G-MEN • Miami ch. 10 case FCC files were in such demand during recent weeks that Commission lawyers were unable to file brief in appeals court due two weeks ago. Commission got court to extend deadline 30 days, and now has files back from FBI. Appeal filed by A. Frank Katzentine (WKAT Miami) from FCC's grant of ch. 10 to National Airlines, and also from Commission refusal to reopen case based on transaction whereby WPST-TV bought Storer's WGBS-TV facilities.

•

Unpublicized portions of speech by RAB President Kevin Sweeney in Dallas 10 days ago may have provided hotter copy than what was in RAB's news coverage of his talk. Addressing 4-A's meeting, he claimed agencies generally are ignorant about how to buy radio (story page 58). But he also charged that many newspapers won't let their radio stations compete freely and maintained that these stations would be better off in other hands. Then he commended some newspapers which he said are not in this category.

•

LOADED QUESTIONERS? • Network officials preparing to testify in Barrow hearings beginning today are slightly unhappy at belief that Broadcast Bureau counsel Robert W. Rawson and Herbert M. Schulkind are working with Warren Baum and others in Office of Network Study in preparation for vital proceedings. They feel Network Study men are partial, fear Messrs. Rawson and Schulkind may have been given anti-network orientation. Pair representing Broadcast Bureau, declare themselves unbiased. They admit they have been delving into Network Study material, but only as aid in briefing themselves on factual matters.

•

If deal works out as it's currently being developed by representatives of MCA Ltd., CBS-TV and MacManus, John & Adams, Bloomfield Hills, Mich., comic Phil (Sgt. Bilko) Silvers will star in tv special May 13 in 10-11 p.m. slot. But it would be non-khaki role. Pontiac (through MJ&A) understood to have received overwhelmingly enthusiastic public response to last month's Victor Borge one-shot, wants to capitalize on another big-name comic follow-up.

ACCOUNT JITTERS • Flurry of activity was evident past week at Needham, Louis & Brorby Inc., Chicago. While agency officials were either away or not talking, it was learned Quaker Oats account is involved and that advertiser ($16 million annual expenditures) is considering agency realignment involving NL&B. Another reason for activity involves possible internal departmental reorganization. Creation of station relations department is seen as one possibility.

•

Although FCC commissioners appeared gun-shy about attending any more industry conventions during early days of hearings before House Legislative Oversight Committee, it is learned now that most if not all are planning to attend NAB convention in Los Angeles, April 27-May 1. So far Comrs. Hyde, Bartley and Lee have signified intentions of attending. Chairman Doerfer and Comr. Craven have said they have not made up minds, but trip depends on workload. Comr. Ford said he has not given it any thought (Mrs. Ford died recently), but in appearance before Harris committee he declared he intended to continue to attend industry meetings.

•

RISK CAPITAL • Tooling up for next fall, three television networks reportedly have combined total of $7 million to $9 million invested in pilot programs. NBC-TV and CBS-TV understood to have put $3 million to $4 million each in new show possibilities currently being developed, and ABC-TV, which does less internal production, is said nevertheless to have more than $1 million similarly invested.

•

Ziv Television Programs, New York, reportedly is adding 11 new representatives to its sales staff, in line with expansion move embodying new sales approach: Ziv tv believes its large catalogue of 27 serials can be sold and serviced more effectively if each representative is responsible for smaller territories.

•

UNION STATIONS • Major national advertisers have received letter from Local 1264, IBEW, in Mobile, Ala., asking them to "cooperate" by placing advertising with "a union station or stations" in Mobile. Union contends WKRG Inc. cancelled its IBEW contract year ago, offering new agreement unsatisfactory to union as well as threat to wages and working conditions of its members. This would have given WKRG unfair competitive advantage over other Mobile stations, union added. WKRG Inc. described by union as only non-union operation in area.

ALL WAYS FIRST!

FIRST Network . . . . . .

FIRST Feature Film Library

FIRST in News . . . . . .

FIRST in Syndicated
Half Hour Shows

FIRST in Audience Surveys

FIRST in Service . . . . . .

CBS TV

ARS GRATIA ARTIS

AP

U.P.

ARB

PULSE

The Peabody Award

WOW-TV Channel 6 Omaha

A Meredith Station

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV
Representatives

Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

Mack, Whiteside Deny Wrongdoing—They discuss Miami ch. 10 case before openly-antagonistic Legislative Oversight Subcommittee. Mack says all loans to Whiteside repaid—though admittedly through "ownership participation" income from two Florida firms which were "gifts"—and denies intention to resign. Page **27.** In Friday development Reps. Harris and Moss called for Mack resignation or removal to his face; charged he is "unfit" for service and has been "used." Mack promises to "seriously consider" Harris statement. Page **9.**

Frey Sees "More Realistic" Agency Pay—Assn. of National Advertisers issues final Frey Report, says way is now clear for agencies and advertisers to take fresh look at working relationships and compensation methods. AAAA reserves comment until it completes analysis of study. Page **35.**

Spot Tv Spending at New High—TvB figures show spot television expenditures gained almost 13% in 1957 over 1956, reaching $448,734,000; says January business ran ahead and February will be better. Page **43.**

Spot Crash in Tv—Lever, after dropping Pepsodent's $2.5 million worth of radio spot, moves toothpaste into spot tv, using average of 50 IDs weekly in 50 top markets. And does same in tv for its Dove product. Advertiser receives special package rates. Page **46.** RAB ready to "fight" for audience with Lever. Page **48.**

Tea Leaves—Tea Council of U. S. A. reads success in its $2 million broadcast cup. Coffee packers hint retaliation for tea council's audacious anti-coffee push. Tea council and Leo Burnett Co. officials explain why they find broadcast media "hefty, hot and hearty." Page **50.**

Chrysler Makes Up Mind—Young & Rubicam gets Chrysler Div., Leo Burnett Co. takes institutional accounts. Page **54.**

FCC Officially Brakes Pay Tv—Bows to wishes of congressional committees. Decision commits FCC not to do anything about toll applications until 30 days after Congress adjourns. Page **62.**

Networks First to Answer Barrow—FCC opens hearing today. Networks slated for first week, group owners to follow. Page **64.**

Justice Dept. Probing Talent Agencies—Music Corp. of America and William Morris Agency particularly being scrutinized. Justice spokesman says BMI involved too. Page **66.**

CBS' Way Clear in St. Louis—FCC acts to permit $4 million purchase of ch. 4 KWK-TV; ch. 11 put "on ice" pending conclusion of court appeal. Page **68.**

Integrity Bills Submitted—Move afoot in Congress to legislate code of ethics for regulatory agencies; pointed at acceptance of gifts, loans, services and "undue hospitality." Page **70.**

Improving Public Service—Westinghouse Broadcasting Co. to hold second annual clinic in Baltimore, with industry and educational leaders discussing ways to increase effectiveness of programming. Page **74.**

Disc-Jockey Rally—First nationwide assembly of record maestros to be held next weekend at Kansas City under auspices of Storz Stations. Busy program planned. Page **76.**

L.A. Toll Tv Withdrawal—Skiatron, Telemeter ask city council for permission to drop plan, take back $100,000 bonds. Page **82.**

Legal Holding Action—Effort of group in American Bar Assn. to perpetuate its Canon 35 ban against radio-tv in courtrooms blocked at meeting of ABA House of Delegates. Group sought to have Canon 35 amended slightly but strategy failed when media spokesmen told House whole media question should be studied. Page **85.**

MR. JORGENSEN

Rich Tv Lode Waiting for Regional Miner—Television doesn't have to be national to pay off, according to Kai Jorgensen, Hixson & Jorgensen, Los Angeles. Writing in MONDAY MEMO, he cites spectacular tv sponsorships by West Coast clients willing to experiment with the medium. Page **105.**

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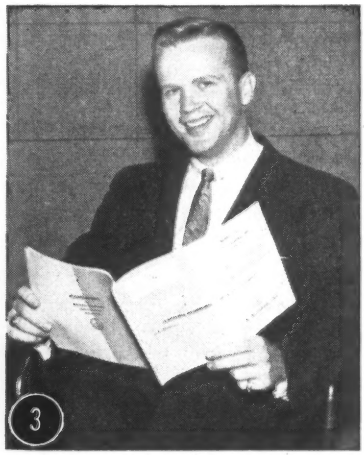
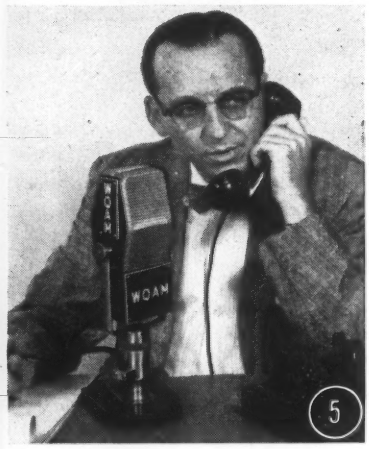
AUDITED PAID CIRCULATION ABC
BUSINESS PAPER LEADERSHIP ABP





5 GUYS YOU OUGHT TO KNOW

(your Miami customers already do)

They're the fellows who have made WQAM far and away the most-listened-to radio station in Southern Florida.

1. BOBBY LYONS has a place in the sun. Would rather swim and sun than anything else, except entertain Miami housewives on the air. His audience shares run as high as 57.4%. 9 to 12 noon, Monday through Saturday.

2. CHARLIE MURDOCK is local! Here he stands outside the very Miami house in which he was born. Tourist agents haven't yet gotten around to showing visitors where "Charlie Murdock was born;" but home folks (as much as 47% at a time) know him as a cheery, smooth, friendly fellow who makes 12 to 3 p.m. a Monday-Saturday pleasure time.

3. GENE WEED has the highest-rated show in Miami, as he (and you) can tell when pursuing the latest 3-month Hooper. Sometimes he talks to 57.7% of the available audience, and never less than 38%! He maintains a steady fast clip from the instant he comes on at 4 until his 7 p.m. close. (Monday-Saturday)

4. JERRY WICHNER is one reason why night-time WQAM is such a good buy. Working at a slow, easy pace, and at times doing benevolent violence to commercials, he exudes a consuming interest in people—in the orphaned, the distressed, the sick, the needy. And almost as consuming an interest in his ham radio set-up 7-10 p.m., Monday through Saturday.

5. ALAN COURTNEY goes where controversy is. On "The Alan Courtney Program" personalities may squirm; and voices may grow shrill; but guests, Courtney and audience get a good feeling that important issues are being met head-on. So Alan has Miami's highest-rated (by-far) night-time program.

WQAM

. . . Serving all of Southern Florida with 5,000 watts on 560 kc . . . and Radio #1 in

Miami

You ought to know WQAM General Manager Jack Sandler, too. Or, talk to The John Blair man.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.

WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.

WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

MACK CONSIDERING RESIGNATION REQUEST

Charging FCC Comr. Richard A. Mack has been used as "tool" of his "trusted friend," Miami attorney Thurman A. Whiteside, Rep. Oren Harris (D-Ark.) Friday called on Comr. Mack to resign. Failing to do so, House Legislative Oversight Subcommittee chairman told commissioner and enthralled hearing audience President should "unhesitatingly" request Comr. Mack's resignation.

Rep. Harris' typed, five-page statement came at close of Friday morning testimony of Comr. Mack in defending his actions in Miami ch. 10 grant to National Airlines (see page 27). Earlier, Rep. John Moss (D-Calif.)—charging Comr. Mack is "unfit" to serve—also called for witness' resignation as commissioner. Four remaining Democratic members of subcommittee and three of five Republicans quickly endorsed chairman's denounciation of Comr. Mack.

In agreeing with Harris statement, ex-committee chairman Morgan Moulder (D-Mo.) objected to "singling" out Comr. Mack when there were, he said, three other members of FCC who allowed themselves to be subjected to similar pressures as those brought against Comr. Mack. He stated he was referring to Comrs. John C. Doerfer, Robert E. Lee and George C. McConnaughey (FCC chairman at time of February 1957 grant to National). In part, Rep. Harris told Comr. Mack:

"Mr. Mack, your statement and testimony have very frankly admitted the impropriety and trespasses on federal law which previous testimony has borne out.

"You have admitted receiving money or loans from a trusted friend, a man in whom you admittedly have explicit confidence. . . . At the same time you have admitted that you knew that he was interested in a matter pending before the Commission on which you were to pass, and on which you did pass judgment. . . .

"I repeat that this arrangement [ownership in Miami firms] was made during the time that this trusted friend had talked to you and manifested an interest in behalf of a certain applicant for license to operate a tv station admittedly to be worth millions of dollars.

"Yet you contend that these arrangements were completely proper in consideration of the circumstances.

"You are familiar with the provisions of the act with reference to representation being made under certain circumstances while matters are being adjudicated.

"You have admitted talking not only to your trusted friend, Mr. Whiteside, but with many others with reference to this matter of adjudication under consideration.

"You knew of all the rumors floating all around of your pledge whether true or not. . . .

"You sent up a letter that you knew nothing about the insurance agency in which you hold a 1/6th interest carrying insurance on Public Service Tv [National's WPST-TV Miami], a business under the regulation of the Commission and that as soon as you found out as a result of these hearings, you renounced any and all interest in the firm. . . . You, of course, know that such relation with the business insuring a business that comes under your jurisdiction is contrary to law. Your trusted friend must have known it too and if it was brought about in this manner without your knowledge, it seems unequivocal to me that it is fraud practiced against the government.

"I feel sorry for you. You are to be pitied, in my opinion, because I think you have been used as a tool in this unfortunate mess.

"It seems to me that the best possible service that you could render now as a member of the Federal Communications Commission would be to submit your resignation.

"Furthermore, it seems to me that the President of the United States, who is responsible under the law for your appointment, should unhesitatingly, under the circumstances revealed during these hearings, make a request for your resignation, and thus employ action that would reestablish the confidence so vitally necessary in this great agency of the government."

Comr. Mack obviously was shaken as Rep. Harris read his indictment, although only outward sign was trembling of his hands. Several times he blinked, but otherwise remained impassive.

Rep. Harris further told Comr. Mack he had admitted acceptance as "outright" gift one-sixth ownership in Stembler-Shelden and sole ownership of Andar, both Miami corporations from which commissioner had received "substantial sums of money." Chairman also pointed out Stembler-Shelden insured WPTS-TV.

In other Friday testimony, Comr. Mack denied any knowledge of formula whereby he received money from Stembler-Shelden or Andar. He said this was left to Mr. Whiteside and the two had never discussed matter. Nor did he know—or ask about—Stembler-Shelden relationship with Andar, commissioner testified.

Comr. Mack said he reported as income all money received from two Florida corporations. Rep. Moss was pleased to hear this but wondered how commissioner knew what to report. "I contacted Mr. Whiteside and asked him . . . and he gave me a figure," Comr. Mack explained.

Under questioning by Rep. Charles Wolverton (R-N. J.), Comr. Mack said it never occurred to him that Mr. Whiteside "might have a motive different from what you thought [friendship]." Comr. Mack said he did not believe he was in debt to Mr. Whiteside at time of gift of one-sixth of Stembler-Shelden in January 1953.

When Rep. Wolverton reminded witness Mr. Whiteside testified ownership was given to assist Mr. Mack in repaying loans, he admitted he might have owed Mr. Whiteside money at time. Rep. Wolverton said he was inclined to view Mr. Whiteside as "up-to-date Ponzi"—reference to convicted financial manipulator and swindler of early 1900's.

Comr. Mack was described as "near-collapse" when he left hearing room at noon Friday. Grim-faced, Comr. Mack brushed past newsmen. "No comment. . . . I have no comment," he muttered, when asked repeatedly if he would resign. Rep. Harris stressed to reporters that any action by Comr. Mack would have no bearing on subcommittee investigation. "We have to go ahead and do our duty," chairman said.

Before granting Comr. Mack's request that he be excused until this week, members of subcommittee stipulated he would be recalled regardless of whether resignation was tendered in interim. Scheduled to precede Comr. Mack to witness stand are Mr. Whiteside and A. Frank Katzentine today (Monday) and George T. Baker, National Airlines president, and Alexander Hardy, National attorney, on Tuesday.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 43.

SPREADING VINE • Welch Grape Juice Co., Westfield, N. Y., for new grape-flavored soft drink, Welchade, buying 15 southern radio markets for introductory campaign March 24-May 2. Television may be bought later. Richard K. Manoff Inc., N. Y., is agency.

CANNON TESTS • Cannon Mills Inc. (white goods) N. Y. heretofore not particularly partial to television, reportedly is testing spot tv in four markets with department store cooperation. N. W. Ayer, Philadelphia, is agency.

SIX SHOOTER • Continental Oil Co. (Conoco), Houston, starting radio spot announcement campaign in its distribution area effective April 1 for six weeks. Benton & Bowles, N. Y., is agency.

at deadline

Hammer, Vogel Supplant Roberts, Hauser in Surprise MBS Changes

Paul Roberts has been dropped as MBS president and Bertram J. Hauser as executive vice president, with chairman Armand Hammer adding presidency and George Vogel, merchandising and promotion consultant and former broadcaster, being brought in as executive vice president, Mr. Hammer announced Friday.

Robert F. Hurleigh, vice president in charge of Mutual's Washington operations, was elected to board along with Mr. Vogel, replacing Messrs. Roberts and Hauser. Veteran of 29 years in news field, Mr. Hurleigh first joined MBS in 1944. Announcement said he will divide time between Washington and New York under new management.

Surprise action came at MBS stockholder meeting that extended into Thursday night. Mr. Hammer gave no particular reason for changes—which were effective immediately—but told BROADCASTING that stockholders simply preferred new set up. There were implications that policy differences had arisen over programming, with Mr. Hammer feeling network was drifting too far from music-news-special events concept. In any case he told BROADCASTING more emphasis would be put on this basic programming in future.

Mr. Roberts confirmed that fundamental policy differences were involved. He is said to be largest single individual stockholder, but his stock is non-voting.

In addition to return to music-news-special events emphasis, there were indications that Mutual would put considerably increased attention on merchandising and promotion on behalf of both clients and stations under Mr. Vogel, veteran in this field.

Mr. Hammer said he will serve as president as well as chairman "at least temporarily," but would not amplify on that qualification. He said Mutual is not for sale. He also said network entry into fm station ownership, planned by Mr. Roberts, probably would not come off, but that MBS was still interested in using fm signals to replace Class C lines in linking stations, if arrangements could be made.

Mutual had appeared to be making substantial progress, financially, under Mr. Roberts. Last December he said network was "in the black" where it had been taking $150,000 monthly operating loss before he, Mr. Hammer and other new owners took over from Thomas F. O'Neil's RKO-Teleradio last August. It's reported that sales slipped in January, with losses up to around $100,000, but authorities said business picked up in February and was still rising.

Principal MBS stockholders, according to Mr. Hammer, are Occidental Petroleum Corp. of Los Angeles, headed by Mr. Hammer, and Starrett Corp., New York, headed by Arthur Brown; plus H. Roy Roberts, California oil executive, and L. M. Halper of Halper Construction Co., Los Angeles. Messrs. Hammer, Roy Roberts, Halper, and Brown, and Frank P. Barton were re-elected to board. Roy Roberts was named treasurer and Mr. Barton, Los Angeles attorney, was named secretary.

Mr. Vogel started in radio in Manila, P. I., where he managed KZRM and KZRF. During World War II he returned to U. S. and as radio aide to Nelson Rockefeller, coordinator for Interamerican Affairs, he supervised one of world's largest radio networks. After war he returned to commercial broadcasting, producing and directing radio and tv programs. With his wife he formed and owns Ethos, New York radio-tv audience promotion and advertising firm. He served as merchandising consultant for television for William Esty Co., and for six years has been consultant on merchandising and promotion for Household Products Div. of Colgate-Palmolive Co.

CBS-TV Takes Over KWK-TV

President Merle S. Jones announced Friday that CBS-TV would take over operation of ch. 4 KWK-TV St. Louis at close of business that day, effecting long-delayed consummation of $4 million purchase. Consummation had been held up by legal wrangle involving St. Louis ch. 11, originally granted to CBS. Last week FCC approved plan under which ch. 11 would be put in escrow and CBS could take over KWK-TV. Call letters will be changed to KMOX-TV March 16. Gene Wilkey, who has been general manager of CBS-owned KMOX will be general manager of KMOX-TV. Charles McAlbee, formerly with CBS-TV Spot Sales in New York, will be general sales manager; Leon Drew, program manager of CBS-owned WXIX (TV) Milwaukee, will take similar post with KMOX-TV; Harry Harvey, chief engineer of KMOX, will be director of technical operations for KMOX-TV, and Tom Stanton, promotion manager for KWK, will be KMOX-TV director of promotion and publicity.

WHBS, KPAT Being Sold

Sales announced Friday, all subject to FCC approval:

WHBS Huntsville, Ala., sold by *Huntsville Times* to M. D. Smith III for $125,000. Mr. Smith, former vice president of WBRC-AM-TV Birmingham, Ala., owns WJIG Tullahoma, Tenn., and WBYE Calera, Ala. WHBS operates on 1550 kc with 5 kw and is affiliated with ABC.

KPAT Pampa, Tex., sold by Eldon Mahon and George O. Witten to Bob Garrison and Hank Huntley for $42,000. Mr. Garrison is with KLEN Killeen, Tex., and Mr. Huntley is an oilman. KPAT operates on 1230 kc with 250 w. Broker was Hamilton, Stubblefield, Twining & Assoc.

PEOPLE

JOSEPH H. REAM, CBS Inc. Washington vice president, was to be married Saturday (March 1) to **MRS. VIRGINIA BROWN MILLER** of Washington.

JOHN J. BRENNAN, business manager of NBC owned and operated stations and NBC Spot Sales, appointed Friday as director, business affairs, California National Productions, NBC's tv film syndication subsidiary. He replaces **ROBERT ANDERSON** who is assuming special executive assignment with NBC-TV. Mr. Brennan in 1954 became business manager, WRCA-AM-TV New York, and in 1956 was promoted to o&o and Spot Sales.

EDWARD W. ALLEN JR., FCC chief engineer, has been chosen to receive 1958 Harry Diamond Memorial Award at IRE national convention in New York March 26. Award is made annually to government scientist making most contribution to electronics art.

VAN BUREN DeVRIES, manager of WGR-TV Buffalo, elected vice president of Transcontinent Television Corp. He joined WGR-TV in 1954. He continues as manager of station.

Funeral services held Saturday in Summit, N. J., for **EDMUND S. LENNON,** 59, vice president in charge of sales, WATV (TV) Newark, N. J., who died Feb. 27 at his home in Summit after long illness. His wife, Catherine, five sons and two sisters, survive.

'K. C. Star' Stations Renewed

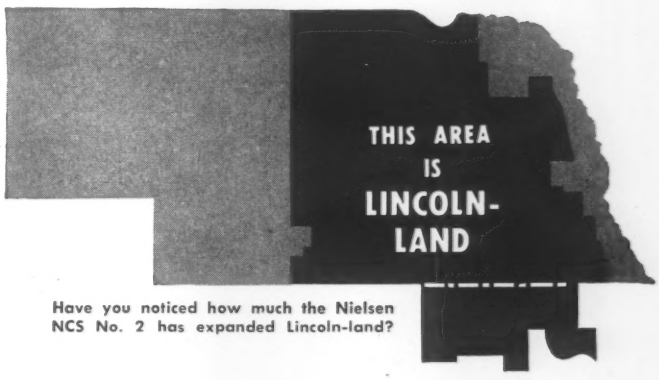
FCC has renewed licenses of WDAF and WDAF-TV Kansas City, Mo., but failed to take any action on sale of *Kansas City Star* stations to National Theatres for $7.6 million. In renewing licenses, Commission said *Star* has to divest itself of all broadcast interests in compliance with antitrust judgment filed last November [AT DEADLINE, Nov. 18, 1957]. Stations have been operating without regular licenses since 1952 when antitrust proceedings began. Although no reason was given for FCC not taking any action on sale to National Theatres, it is understood some commissioners want to study National Theatres antitrust history thoroughly before approving old 20th Century-Fox theatre circuit as broadcast licensee.

KNGS Sale in Work

Negotiations reportedly nearing completion for sale of KNGS Hanford, Calif., for price of about $260,000 to Ellsworth Peck and A. J. Krisik, co-owners of KGYW Vallejo, Calif. KNGS, 1 kw on 620 w, is licensed to subsidiary of *Hanford Daily Sentinel* which, with sister newspaper, *Santa Maria* (Calif.) *Times,* was sold last Friday to Scripps League, owner of papers in Idaho, Utah and California. Price of *Sentinel* was $600,000 and of *Times* $523,000. Sale of KNGS and papers follows recent death of Earl J. Fenston, sole owner. Hamilton, Stubblefield, Twining & Assoc. was broker for all properties.

YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was made at the request of an important national advertiser. It shows that in EASTERN Lincoln-Land alone, KOLN-TV gets more than *twice as many viewers* as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

Nebraska has only *two* important television markets. You can't get satisfactory coverage of *one* of them—Lincoln-Land—without using KOLN-TV.

KOLN-TV is the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas. *All* surveys prove that KOLN-TV is the big favorite among Lincoln-Land's 191,710 television families.

Ask your Avery-Knodel man for all the facts.

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

AM - TV - FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

Now available for exclusive regional and local sponsorship . . . the freshest, newest TV sports sensation

TOP PRO GOLF

Seen Live Over the ABC-TV Network (as ALL-STAR GOLF) . . . A Natural for Spring and Summer!

"

"

Thrilling one-hour 18-hole matches, with all the excitement and suspense of a live sports event—filmed especially for television. Now available for the first time at the local level for the Spring and Summer of 1958. There is nothing in TV that can be substituted for great sports competition. This is the first time that modern TV techniques have been properly applied to the game of golf . . . we graphically capture all the shots and all the drama that make this game famous. Seven cameras photograph the action and every nuance . . . you see and you hear what's happening better than if you were there in person.

Tournament Golf • Medal Play
$100,000.00 in cash prizes
Jim Britt does on-the-spot commentary

PRODUCED BY PETER DEMET
DIRECTED BY SID GOLTZ
—the same production team for TV's famous
CHAMPIONSHIP BOWLING

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CARY MIDDLECOFF-
Twice Winner of the
National Open

SAM S
greatest
in golf h

THE WORLD'S GREATEST PROFESSIONAL STARS ARE FEATURED IN "TOP PRO GOLF"

SAM SNEAD – The greatest money winner in golf history

JULIUS BOROS – The World Champion at Tam-o'-Shanter in 1955

JACK BURKE Jr. – 1956 Golfer for the year–Masters and PGA winner

JIMMY DEMARET–1957 Thunderbird Invitational winner, Palm Springs

ED FURGOL – The U.S. Open Championship winner in 1956

DUTCH HARRISON – 1956 All American Championship winner

MIKE SOUCHAK – Was winner of the St. Paul Open in 1956

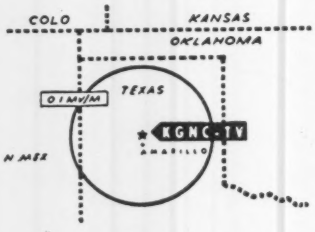
use
CHANNEL 4-SIGHT

This wise old owl with his horn-rimmed specks probably doesn't give a H-O-O-T about things in general, but smart time buyers are learning that it pays to use Channel 4-Sight on the Great Golden Spread.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

OPEN MIKE

PERSPECTIVE: '58

EDITOR:

Just a note of congratulation on your excellent Feb. 24 issue. I must say I can't remember a trade magazine which ever contained more useful information in one issue. Our business needs more direct reporting of this type.

Henry G. Fownes Jr.
Vice President
MacManus, John & Adams Inc.
New York

EDITOR:

The Feb. 24 issue is BROADCASTING's usual outstanding job. A great compendium of interesting material.

Jerry Feniger
Vice President, Radio-Tv Programs
Cunningham & Walsh
New York

EDITOR:

Thank you for your comprehensive compilation of vital data—particularly in the program area. It saves a lot of time to have your Feb. 24 issue on hand for quick reference. Not only will it be helpful in interpreting trends in the television business but it also will settle a lot of bets.

Rod Erickson
Vice President
Young & Rubicam

O Say Kin You See?

EDITOR:

Following is a poem submitted by one of our listeners, Mrs. Frank D. Mayfield, in response to a plea for support of the daytimers in their campaign for constant sign-on and sign-off.

CHAIRMAN, FCC:
I want to make a little fuss
About the broadcasting hours you've given us;
It hampers the work that could be done,
This rule of broadcasting from sun to sun.

I don't expect them to stay up real late,
But we'd like a radio from 5 to 8.
It seems sort of old-fashioned to me
To only broadcast from "Kin to Kan't See."

We are more intelligent here in the West
And feel we know our needs the best:
So give it some thought, whatever you do,
A lot of responsibility rests with you!

John B. Gray
Manager
KGYN Guymon, Okla.

Scotch Transistors?

EDITOR:

Congratulations to "The Ad Agency Sputniks" in their memorable victory over the WABC-TV New York "team?" in the Roller Derby pictures [ADVERTISERS & AGENCIES, Feb. 24].

However, out here in the sticks those "packages of scotch" the victors are holding look mighty much like transistor portables.

Bob Fleming
Promotion Director
WCKY Cincinnati

Laugh, Pardner

EDITOR:

This is written in sadness, and in tribute to a great lady, on hearing that Gracie Allen is retiring from broadcasting [NETWORKS, Feb. 24].

Burns & Allen have done so much to make a day happier. They were the laugh-makers who brightened the day after a broadcast. Where are the future Gracie Allens coming from?

Will we soon lose Jack Benny—he's not getting any younger—Bob Hope, Jimmy Durante? When they read that Gracie has retired will they, too, think of turning in their Joe Miller joke books?

Westerns never change, but comedy does. Enough westerns have been made to show for 50 years. Let's bring back comedy now, before it is too late.

George Q. Lewis
National Laugh Enterprises
New York

Winter's Tale

EDITOR:

Perhaps you would like to see what the well-dressed station manager wears in times of plenty. Plenty of snow, that is.

This little snowdrift is just slightly over a mile down from my station. It measures about 500 feet through and is just over nine feet deep. My entire staff has walked in to the station since Feb. 14. WSYE-TV is a station with transmitter and studios high atop Hawley Hill, just outside Elmira.

This is the third time this winter we have been snowed in. The natives say this is the worst winter in 30 years as far as snow and wind are concerned.

We all are sorry for the terrible cold in Florida, but if there are any openings there we are willing to brave the cold.

See you in the spring. I must have a month's supply of BROADCASTING waiting for me at the post office.

Paul S. Abbott
General Manager
WSYE-TV Elmira, N. Y.

THE FASTEST DRAW

in Billings, Montana

KGHL-TV

N. B. C.'s brand new affiliate covering one of the West's truly fabulous markets. Only KGHL-TV can offer maximum coverage of this rich area with its new RCA traveling-wave antenna (first in the country). Prime availabilities are open now! Broadcasting begins March 15th.

NEW YORK

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LOS ANGELES CHICAGO

BOSTON ATLANTA ST. LOUIS

YOUNG TELEVISION CORP.

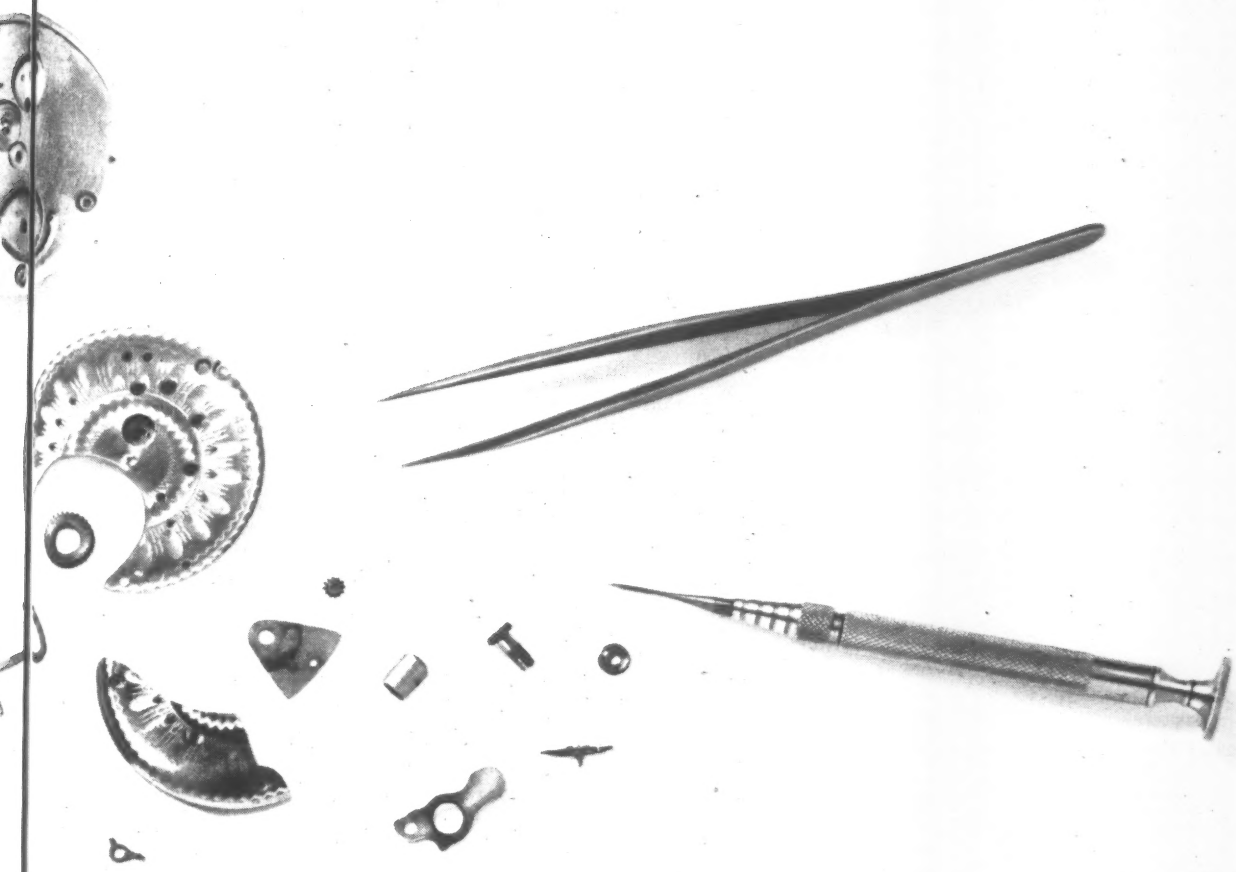
what

In order to shed light on the intricate workings of the Spot timebuying function, NBC Spot Sales has just established a nation-wide agency TIMEBUYER OPINION PANEL.

Today the timebuyer is an important member of the agency marketing team, charged with the responsibility of wisely investing ever-increasing budgets in Spot Radio and Television.

What factors contribute to the buying decision? How does the timebuyer, for example, regard: station merchandising . . . the I. D. . . . package plans . . . the averaging of two rating services . . . nighttime radio . . . cost-per-thousand cut-off points . . . station and personality prestige?

The TIMEBUYER OPINION PANEL is intended to serve as a medium of expression for time-



makes timebuying tick?

buyers, and to provide a sounding board for their buying theories and practices. We believe each report will provide valuable information for the buyer and those who work with him.

Response to the first questionnaire . . . "On the Use of Ratings" . . . was extremely gratifying. Hundreds of replies have been received, from large and small agencies across the country.

The report, including highly revealing comments on the problem of ratings, will be mailed to Panel members shortly. *If you would like to have a complimentary copy, just write today to NBC Spot Sales, 30 Rockefeller Plaza, New York 20, New York.*

NBC SPOT SALES

PRE-TESTED

the adventures of

TUGBOAT ANNIE

BRAND-NEW!
FIRST-RUN!

SUCCESS!

Saturday Evening Post

Over 650,000,000 readers of Norman Reilly Raine's 65 Tugboat Annie stories! 27-year run continues by popular demand.

SUCCESS!

Metro-Goldwyn-Mayer

Tugboat Annie motion picture feature a box-office record-breaker in the top motion picture theatres. N. Y. Times —"story superior"—"a box-office natural."

SUCCESS!

Chicago Audience Test

92% of Lake Theatre audience rated "Tugboat Annie" a TV favorite—certified by Haskins & Sells, C. P. A.

SUCCESS!

CBC TV Network

R. B. Collett, Adv. Dir., Lever Brothers Limited, writes: "excellent viewing audience"—"general public, through mail and telephone calls, indicates strong appeal for every member of the family." Tugboat Annie outrates such shows as Perry Como, Gunsmoke, Wyatt Earp, Dragnet, Climax, Disneyland and many, many others in Canada network markets.

tpa

TELEVISION PROGRAMS OF AMERICA, INC.
488 MADISON • N.Y. 22 • PLaza 5-2100

THE DICK CLARK SHOW

Rock and roll and oysters have one thing in common: the effect of sheer delight or outright nausea. There is little middle ground.

Accordingly, an evaluation of *The Dick Clark Show* hinges on individual taste. The "cool" set may be sent into raptures by a full and loud half hour of rock and roll to the accompaniment of rhythmic clapping and shrieks of ecstasy from a teen-age audience. The camera constantly pans the swaying audience which maintains stolid expressions except for eyes rolled upward. Some may attribute the mass hypnotism to "getting the message." Those outside the cult might venture the blank expressions suggest tired livers.

M. c. Clark has a solid lineup of talent, rotating different guest stars live and on record. To date, these have included Pat Boone, Johnny Ray, Jerry Lee Lewis, Connie Francis, Danny and the Minors, the Chordettes and others.

Production is good except that Mr. Clark has a bent for travel. On Feb. 22, he opened the show from the back-alley stagedoor amid happy teen-agers, announced successive numbers from seats in the orchestra and balcony, and finally turned "square" to introduce some acts from the conventional on-stage position.

Mr. Clark's other show, *American Bandstand*, is "a giant of daytime tv" with 20 million viewers, according to ABC-TV, hence the foray into the Saturday evening period. However, in this latter period there's more intra-family competition in selecting programs, and the decisive votes rest with those members not normally attracted to rock and roll.

Production costs: $8-10,000.

Sustaining on ABC-TV, Sat., 7:30-8 p.m. EST from the Little Theatre, New York.

Executive producer: Chuck Reeves; producer: Deke Hayward; director: Garth Dietrick; associate producer: Tony Mammarella.

THE GREAT CHALLENGE

In its new hour-long program series, *The Great Challenge*, CBS-TV plans to examine the more serious phases of living in America today and stimulate the viewing public toward acquiring a deeper understanding of these issues. The initial telecast, subtitled "Education For What?," was a sober and thought-provoking discussion on a subject that has come in for considerable scrutiny in other public forums over the past decade.

The impression that emerged from an exploration of the educational process in America today is that education is in a sorry mess. This conclusion is not a new one. But the viewpoints and arguments offered by a panel of six distinguished educators communicated a sense of urgency: corrective measures must be applied soon to bring our educational system out of chaos.

In future weeks, *The Great Challenge* will discuss such subjects as science, economics, human relations, government and the democratic process and American beliefs.

The depth of the first telecast was a stimulating preview of what other Sundays should bring.

Production costs: Approximately $18,000. Sustaining on CBS-TV, Sun., Feb. 23, 5-6 p.m.

Producer: James Fleming; associate producer: Richard Siemanowski; director: Mike Zeamer; moderator: Howard K. Smith.

Panel: Clarence Faust, president of the Fund for the Advancement of Education; Dr. Wallace Sterling, president of Stanford U.; The Very Rev. Theodore M. Hesburgh, C.S.C., president of Notre Dame U.; Harold Gores, superintendent of schools, Newton, Mass.; Harold Taylor, president of Sarah Lawrence College; Max Lerner, New York Post *columnist and professor at Brandeis U.*

DUPONT SHOW OF THE MONTH

The tv musical *Aladdin* had all the trappings of the original, fascinating fable of the little boy in the ancient city of Peking and his magic lamp, except for one essential —some of the story's magical charm.

Despite such professional greats as Cole Porter and S. J. Perelman in the credits, the show—to put it crudely—did not have a catchy tune worth whistling or humming once the production was at an end. Few of the actors, with the exception of Geoffrey Holder as the genie and Basil Rathbone as the emperor, seemed to be cast in suitable roles. The cast seemed an extraneous accessory to the telling of a simple story.

Perhaps therein lay the trouble. *Aladdin* should be an uncomplicated and uncluttered affair. But the 90-minute tv version was a massive showcase. The settings and costuming were superb. The viewer could almost feel the bustle of old Peking. But all the splendor suffocated the story.

One nine-year-old watching the sumptuous production concluded: "It's pretty good but not as good as some of the other fairy tales on television." A thoroughly professional diagnosis: good but not good enough.

Production costs: Approximately $350,000. Sponsored by the Du Pont Co. through BBDO on CBS-TV, Friday, Feb. 21, 7:30-9 p.m.

Producer: Richard Lewine; director: Ralph Nelson; book: S. J. Perelman; music and lyrics: Cole Porter; musical director: Robert Emmett Dolan; choreographer: Rod Alexander; set designer: Bob Markell; technical director: Ted Miller; lighting director: Greg Harney.

Cast: Cyril Ritchard; Dennis King, Basil Rathbone, Howard Morris, Anna Maria Alberghetti, Sal Mineo, Una Merkel and others.

To give you tv facts faster and oftener . . .

THE NIELSEN STATION INDEX
NOW PROVIDES

MONTHLY TV REPORTS ON EACH MARKET!

For each quarter hour, 6 A.M. to midnight, you can now have—

Per-Broadcast Station Totals
to reflect the full reach of each station

Per-Broadcast Metro-Area Ratings
to measure "inner area" campaigns

These station time-period facts are now reported separately for each measured month. You get important facts faster . . . and more frequently . . . in the new . . .

NSI MONTHLY TV REPORTS

For the full eight-week seasonal averages which you also need, NSI provides bi-monthly Complete TV Reports. These give you the four-week cumulative audiences . . . number of times reached . . . viewers per set . . . Audience Composition . . . and complete station and time-period appraisals.

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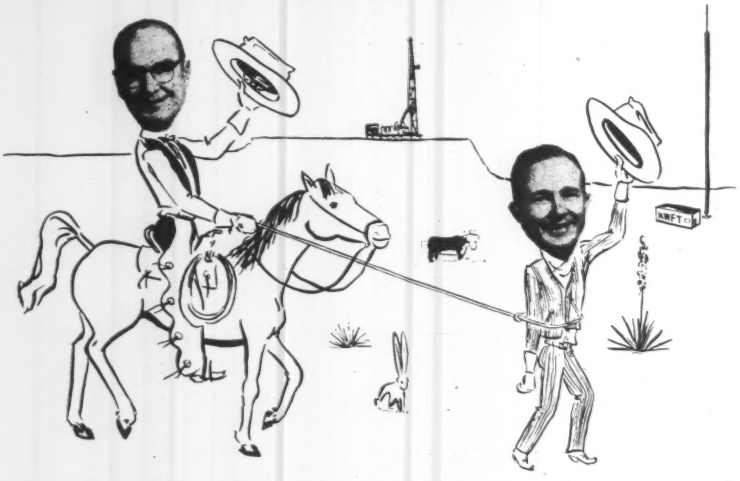

This Man I Had to Get

KWFT serves 590,260 farm and ranch people within the ½ mv/m contour. Gross farm and ranch income: $814,726,000.

A long-time, well-known pal to these folks is EARL SARGENT. Earl was formerly Agriculture Department Manager of the Wichita Falls Chamber of Commerce. Now he's full-time FARM AND RANCH SERVICE DIRECTOR for KWFT.

He has an M.S. degree in agriculture. He is president of the Wichita Falls Farm and Ranch Club, and holds area-wide offices and honors galore.

With KWFT he's keeping right on with these activities—and doing three broadcasts daily. Object: to make EVERY family of this area a steady KWFT listener and friend.

The KWFT farm-and-ranch market is BIG. Your H-R man has new and complete data. Call him up.

Ben Ludy

President and General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

KWFT Call Your H-R Man

620 kc -- Wichita Falls, Texas

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*Reg. U. S. Patent Office

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Don't forget the NAB Convention!
It's April 27-May 1 in Los Angeles

If you can't make it,
read all about it in the
Broadcasting issue of April 28.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read all about it April 28.

But whether you make it or not,
your advertisement should be
in the April 28th Convention Issue.
Broadcasting is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: April 14.

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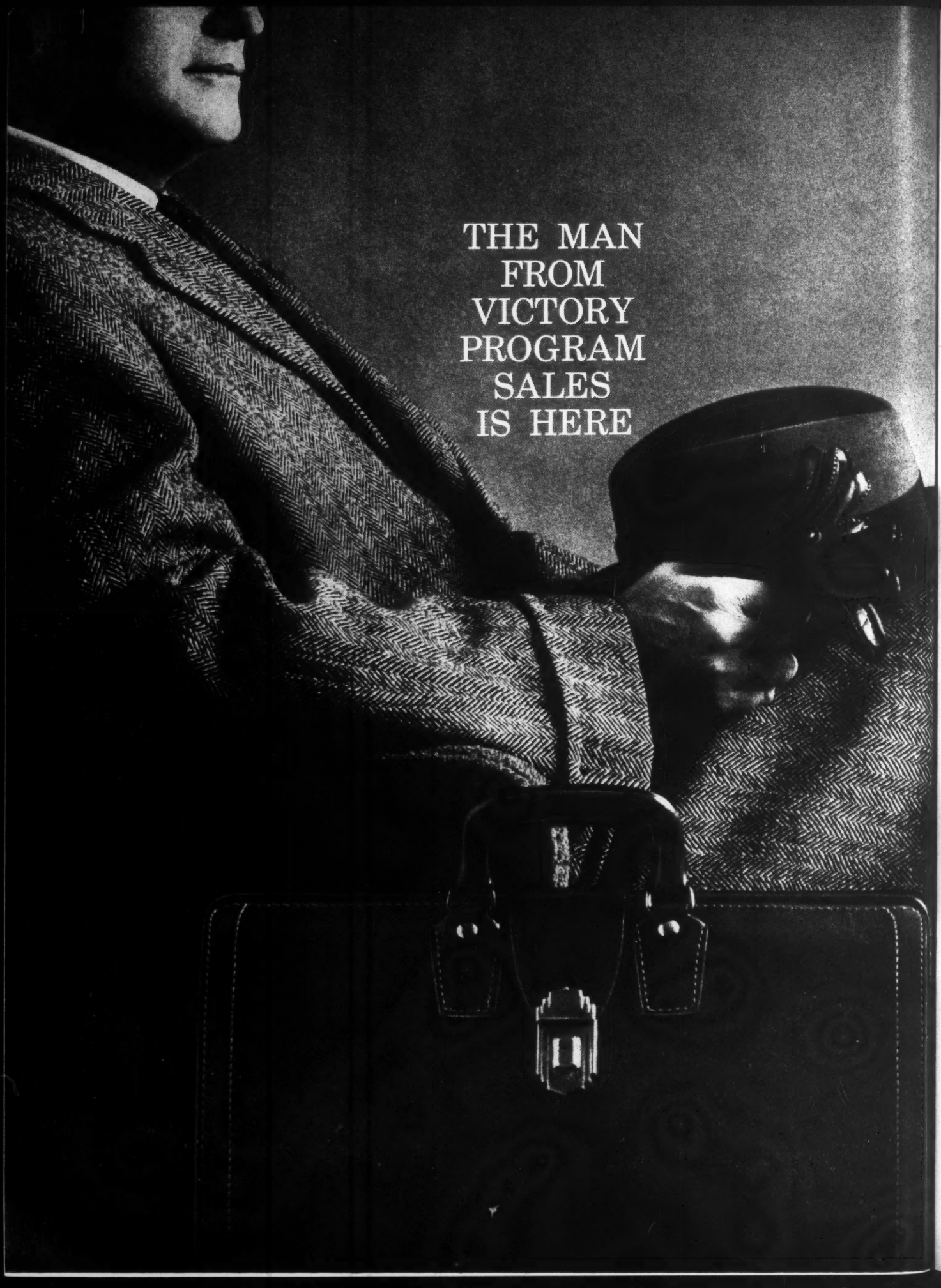
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FROM
VICTORY
PROGRAM
SALES
IS HERE

VICTORY PROGRAM SALES – that's CNP's brand-new sales division, *exclusive* distributor of the CNP syndication re-runs and first-run-off-the-network shows, including "It's a Great Life" and "Medic."

While our NBC TELEVISION FILMS Division distributes only new CNP products like "The Silent Service," "Boots and Saddles—The Story of the Fifth Cavalry," and "Union Pacific," VICTORY PROGRAM SALES will serve the non-network program needs of stations and advertisers with the extensive range of properties listed below.

The man from VICTORY PROGRAM SALES is a highly-experienced specialist who knows the broadcasting business. Program schedules, programming problems, rates and comparative ratings – they're at his fingertips. He knows current sponsor commitments and he knows where potential income lies. Most of all, you'll discover, he knows how to be useful to *you*.

VICTORY PROGRAM SALES – A DIVISION OF

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CALIFORNIA NATIONAL PRODUCTIONS, INC.

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the key station in

MICHIGAN'S*
MIGHTY MIDDLE
MARKET

with a 24 hour schedule and

5000
LIVELY WATTS

has over twice the number of listeners than all other stations combined in

(March-April, 1957—C. E. Hooper, Inc.)

LANSING

contact Venard,
Rintoul & McConnell, Inc.

* 17 Central Michigan counties with $1,696,356,000 spendable income.

WILS
music news sports

71

OUR RESPECTS

to William Clarence Koplovitz

WHEN you ask William C. Koplovitz, the chunky, new president of the Federal Communications Bar Assn., what he thinks of the FCC "mess" in Washington, he is likely to murmur an old French phrase, which means: "The more the change, the more it is the same."

Bill Koplovitz ought to know. Twenty years ago when he came to the FCC, Congress was up in arms about communications and broadcasting in particular. Charges were being bandied about concerning political favoritism in grants of licenses, network domination, station sales and newspaper ownership. The Senate was considering the White resolution which called for a sweeping investigation of the FCC and of the broadcast industry. A companion bill was pending in the House. Sen. Burton K. Wheeler (D-Mont.), then chairman of the powerful Senate Commerce Committee, publicly coupled the FCC with such phrases as "rottenness and corruption," "a political football," "pressure from high places." The Commission itself was torn with dissension following the death in 1937 of FCC Chairman Anning S. Prall.

President Roosevelt moved quickly to clean up the "mess." He drafted Frank R. McNinch, a North Carolina Democrat, from the chairmanship of the Federal Power Commission, to be the new head of the FCC. With the new chairman came William J. Dempsey, then general counsel of FPC. And, almost a year later, Mr. Koplovitz, who had been FPC acting general counsel, joined his colleagues at the FCC.

The Dempsey-Koplovitz collaboration—which endures to the present day—was one of those teams which had its apotheosis in the early New Deal partnership of Thomas G. Corcoran and Benjamin V. Cohen. Messrs. Dempsey and Koplovitz first met while working for Harold L. Ickes, Secretary of the Interior, in the depression-battling Public Works Administration. They moved over together to the Federal Power Commission, and stayed together at the FCC until 1940 when they set up in private law practice for themselves.

They scored an enviable record at the FPC: they won all 60 appeals from FPC decisions in the courts. They repeated this performance at the FCC: of the 38 appeals to the courts from FCC decisions, the FCC lost none. The capstone of their legal victories was the now famous Sanders Case—whereby the U. S. Supreme Court upheld the principle that broadcasting is private enterprise and stations cannot be protected from economic competition.

William Clarence Koplovitz was born in St. Louis in 1909. He was raised by a widowed mother. He won a four-year scholarship to St. Louis' Washington U. from which he was graduated in 1929 with final honors and the gold key of Phi Beta Kappa. A year later he received his master's degree, his specialty being sociology and social work. But all the time he knew he wanted to be a lawyer (his master's thesis was "Legal Resources for Social Agencies"). He entered Harvard Law School in 1930, winning scholarships which led to a law degree, *cum laude*, in 1933.

In a sense Mr. Koplovitz worked his way through school. Every summer he had a job in St. Louis, mainly in social work: He was with the St. Louis public library; the St. Louis Community Council commissioned him to do a survey of industrial plants. The Russell Sage Foundation engaged him to study unemployment relief methods.

Black-haired, round-faced Mr. Koplovitz will relate with a smile that he was hired by one of St. Louis' top law firms, Thompson, Mitchell, Thompson & Young, after Harvard, but that he never worked there. Before he could start at his desk, he was given a leave of absence to go to Washington, which was then the magnet for all young lawyers—particularly Harvard lawyers.

The problems of the FCC and of broadcasting today in the regulatory arena are not much different than 20 years ago, Mr. Koplovitz feels. There are still the same "problems": practices and procedures, the fair and equitable distribution of radio facilities—and Congressional investigations. But the Commission goes on doing a pretty good job, he adds.

Mr. Koplovitz is a member of the American Bar Assn., the District Bar Assn. and the national executive committee of the American Jewish Committee. He has continued his social service interests with the Jewish Social Service Agency where he is chairman of its long range planning committee. He is a member of the Washington Hebrew Congregation. During World War II Mr. Koplovitz served as a lieutenant commander in the U. S. Coast Guard.

He married Beatrice Rosenberg of Boston in 1941. They have two children, Susan, 16, and Bill Jr., 13. The Koplovitzes live on 3½ acres in the Washington suburb of Bradley Hill Grove, Md.

Bill Koplovitz had two hobbies when he was younger, golf and tennis. He still plays golf, but his second hobby is now more sedentary. It's bridge.

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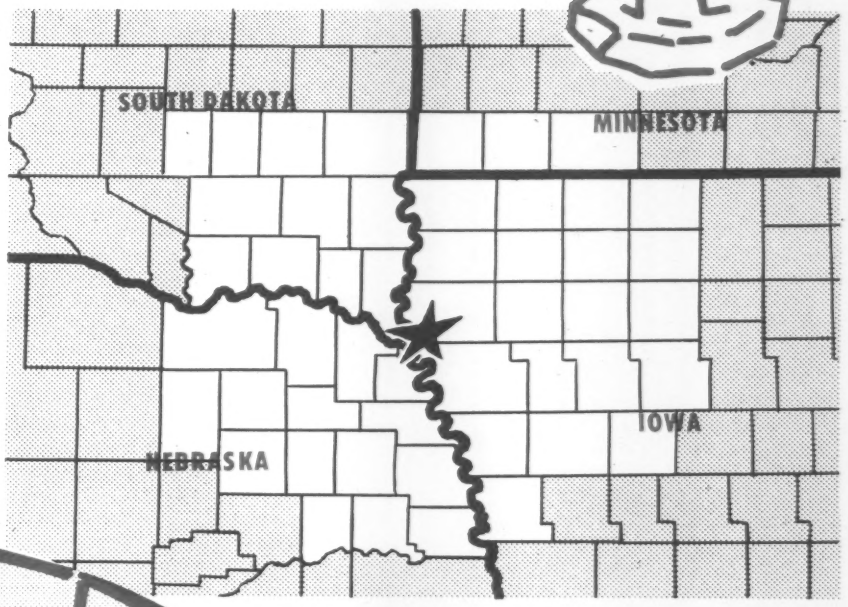

*ARB Television Area Report, January 5-11, 1958.

ARB The data contained in this report were tabulated from a survey made by ARB Research Department the week of January 5, 1958. This is an area study, made of 49 Siouxland counties and represents viewing homes. The report estimates that there are 232,100 television homes in the area surveyed. Of these, 11.8 percent are located in metropolitan Sioux City.

Here are the FACTS:

Number of FIRST PLACE quarter hours:

SIGN ON to 6:00 p. m.

KTIV	157
Station "B"	109

6:00 p. m. to SIGN OFF

KTIV	90
Station "B"	78

SIGN ON to SIGN OFF

KTIV	247
Station "B"	187

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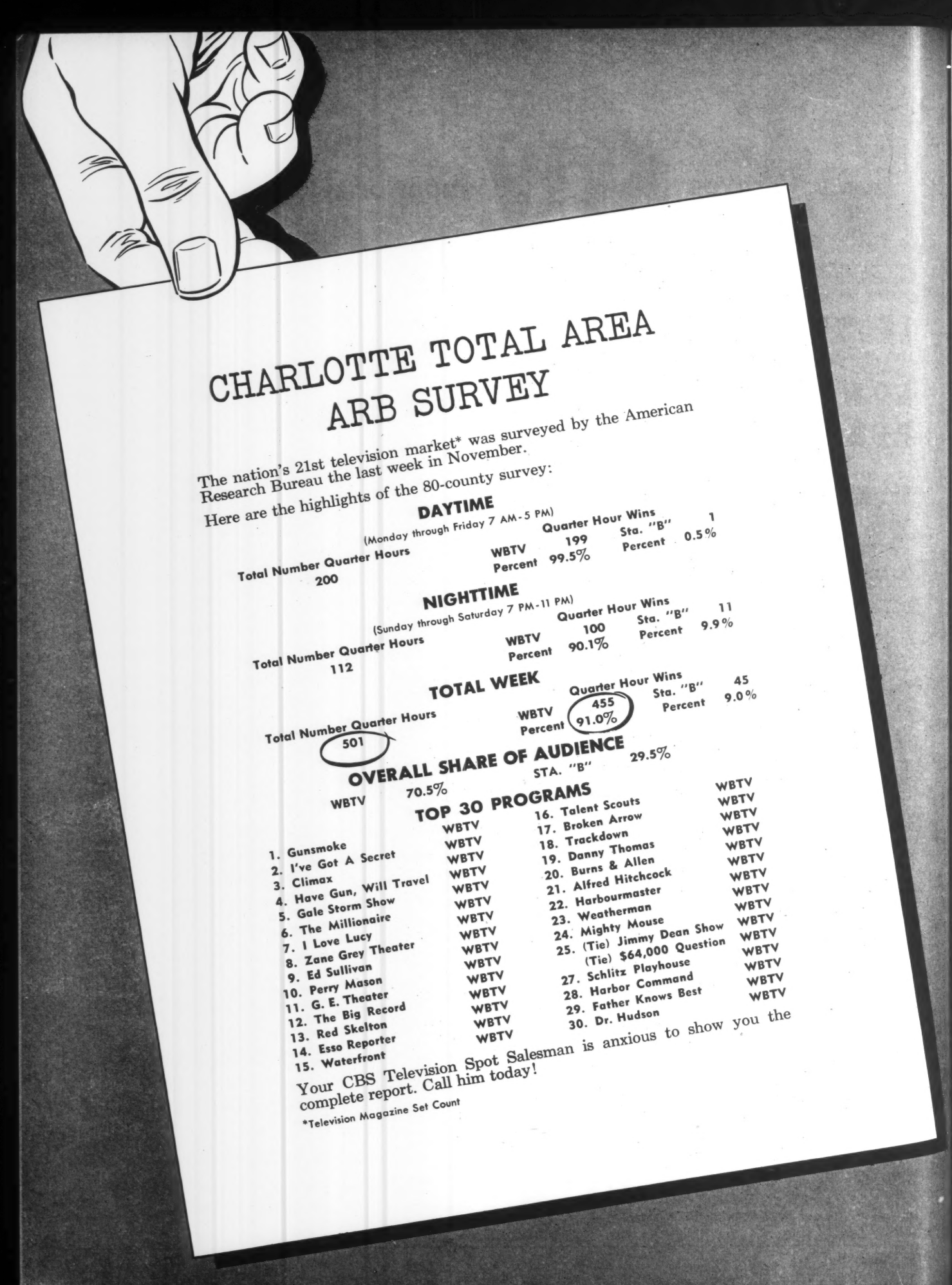

CHARLOTTE TOTAL AREA ARB SURVEY

The nation's 21st television market* was surveyed by the American Research Bureau the last week in November.

Here are the highlights of the 80-county survey:

DAYTIME

(Monday through Friday 7 AM-5 PM)

Total Number Quarter Hours		Quarter Hour Wins		
200	WBTV	199	Sta. "B"	1
	Percent	99.5%	Percent	0.5%

NIGHTTIME

(Sunday through Saturday 7 PM-11 PM)

Total Number Quarter Hours		Quarter Hour Wins		
112	WBTV	100	Sta. "B"	11
	Percent	90.1%	Percent	9.9%

TOTAL WEEK

Total Number Quarter Hours		Quarter Hour Wins		
501	WBTV	455	Sta. "B"	45
	Percent	91.0%	Percent	9.0%

OVERALL SHARE OF AUDIENCE

WBTV 70.5% STA. "B" 29.5%

TOP 30 PROGRAMS

1. Gunsmoke	WBTV	16. Talent Scouts	WBTV
2. I've Got A Secret	WBTV	17. Broken Arrow	WBTV
3. Climax	WBTV	18. Trackdown	WBTV
4. Have Gun, Will Travel	WBTV	19. Danny Thomas	WBTV
5. Gale Storm Show	WBTV	20. Burns & Allen	WBTV
6. The Millionaire	WBTV	21. Alfred Hitchcock	WBTV
7. I Love Lucy	WBTV	22. Harbourmaster	WBTV
8. Zane Grey Theater	WBTV	23. Weatherman	WBTV
9. Ed Sullivan	WBTV	24. Mighty Mouse	WBTV
10. Perry Mason	WBTV	25. (Tie) Jimmy Dean Show	WBTV
11. G. E. Theater	WBTV	(Tie) $64,000 Question	WBTV
12. The Big Record	WBTV	27. Schlitz Playhouse	WBTV
13. Red Skelton	WBTV	28. Harbor Command	WBTV
14. Esso Reporter	WBTV	29. Father Knows Best	WBTV
15. Waterfront	WBTV	30. Dr. Hudson	WBTV

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 9 MARCH 3, 1958

NOT GUILTY, WON'T QUIT, SAYS MACK

- **Denies he sold vote on ch. 10, other wrongdoing; Whiteside does, too**
- **Testimony reveals insurance firm "gift" has WPST-TV (ch. 10) tie-in**
- **National's Baker appears before House unit this week; others to return**

FCC Comr. Richard A. Mack Thursday took full advantage of his first appearance before the House Legislative Oversight Subcommittee to deny categorically that he sold his vote in the Miami ch. 10 decision to National Airlines, or that he had been guilty of any other wrongdoings in office.

He also made it very clear that he intends to remain on the Commission despite increasingly louder cries for his dismissal. "Why, of course not," Comr. Mack replied when asked by a reporter if he planned to resign. He also denied that anyone within the Administration has asked him to resign.

Comr. Mack followed his fellow Floridian and close personal friend, Thurman A. Whiteside, to the stand. Mr. Whiteside spent three days (and is due to return today [Monday]) telling the subcommittee about his financial dealings with Comr. Mack and the role he played in the ch. 10 case.

Mr. Whiteside unfolded a confusing and voluminous financial story. It included "gifts" by Mr. Whiteside to Comr. Mack of one-sixth of an insurance agency (Stembler-Shelden) which insures National's ch. 10 WPST-TV and ch. 7 WCKT (TV), both Miami, and 100% of a second firm, Andar Inc. Both companies have provided a handsome if clouded (to the subcommittee) financial return to Comr. Mack.

THURMAN A. WHITESIDE (left), Miami attorney faced three days of intensive grilling last week by the Legislative Oversight Subcommittee on the role he allegedly played in the ch. 10 Miami grant to National Airlines. Richard Hunt assisted the witness as legal counsel.

Both witnesses vigorously denied there was anything wrong or underhanded concerning the loans Mr. Whiteside has tendered to Comr. Mack over several years. Repayment generally has come through monies received by Comr. Mack through his "participation ownership" in the two Miami companies, both testified.

With few exceptions, members of the subcommittee felt Mr. Whiteside's testimony left much to be desired. There were thinly-veiled charges he had violated criminal sections of U. S. statutes. One member said Mr. Whiteside's testimony more than proved the title "fixer" aptly fits him [LEAD STORY, Feb. 17], as charged by fired subcommittee counsel Dr. Bernard Schwartz.

Comr. Mack was on the stand again Friday morning and is due to return Wednesday. Witnesses also scheduled to testify this week are Mr. Whiteside and Col. A. Frank Katzentine (a losing applicant in the ch. 10 proceedings) today (Monday). They will be followed later in the week by George T. Baker, president of National Airlines, and National attorney Alexander Hardy.

Mr. Katzentine, in 1½ days of testimony two weeks ago [GOVERNMENT, Feb. 24], charged that Mr. Whiteside exerted illegal pressures on Comr. Mack regarding the Miami case. The ch. 10 hearings of the subcommittee, established to determine if six regulatory agencies were administering the laws as Congress intended, now have been in progress two full weeks. And the subcommittee readily admits the end is nowhere in sight.

Rep. Oren Harris (D-Ark.) is chairman of the subcommittee and its parent arm, the House Interstate & Foreign Commerce Committee. Other members include Democrats John Bell Williams (Miss.), John J. Flynt (Ga.), Peter F. Mack (Ill.), Morgan Moulder (Mo.) (former chairman who resigned in protest to the firing of Dr. Schwartz) and John E. Moss (Calif.); Republicans Joseph P. O'Hara (Minn.), John W. Heselton (Mass.), Robert Hale (Me.), John B. Bennett (Mich.) and Charles A. Wolverton (N. J.).

WHITESIDE TESTIMONY

Last Monday, Mr. Whiteside began three days of grueling testimony before the congressmen, many of whom were antagonistic toward the witness at times. And late Wednesday, when he was excused from the witness stand "temporarily," he was heard to remark under his breath (and with his back turned to the chair): ". . . This is no investigation—this is an inquisition."

The witness thoroughly confused the subcommittee and spectators throughout his testimony with explanations of how the loans to Comr. Mack were recorded on his (Whiteside's) books, proof of repayment of the loans and Comr. Mack's participation in the

COMR. RICHARD A. MACK (right), made his long-awaited appearance Thursday before the House subcommittee investigating charges his vote in the Miami ch. 10 grant was pledged to National Airlines. Furnishing legal advice to the commissioner is counsel William Porter.

two insurance agencies — Stembler-Shelden and Andar Inc.

In an opening statement, attorney Whiteside charged that Dr. Schwartz "bears false witness and is an unmitigated liar." He said the subcommittee former chief counsel had in his possession information on loans to Comr. Mack dating back to 1950, involving $7,830, which he did not reveal. The balance owed on these loans is $250, Mr. Whiteside testified, and no interest has been charged the commissioner.

He denied emphatically that the commissioner ever had been "pledged" to him in any way and claimed that Dr. Schwartz' testimony was based on "second hand hearsay." He cited the Katzentine affidavit as being full of rumors and half truths. In denying that disbarment proceedings have ever been instituted against him in Florida, Mr. Whiteside charged "Mr. Schwartz is using the technique of 'big lie'."

Paul Scott, National attorney in Miami, offered him $10,000 to represent Public Service Tv Inc. in the prosecution of its application for ch. 10, Mr. Whiteside said. Also, he said, he had luncheon with G. T. Baker (at Baker's request) during which the National Airlines president also sought to retain his services on the ch. 10 application. Mr. Whiteside insisted he had not been retained or employed by National Airlines because he did not accept a fee.

Questioned about the testimony of Judge Robert Anderson that he had been "retained," Mr. Whiteside said the judge apparently had one interpretation of when an attorney was "retained" and that he had a completely different one. The witness said he talked with Comr. Mack many times between September 1955 and May 1956 and never at any time had he specifically asked Comr. Mack to vote for National but merely pointed out the character qualifications of National's executives. "All things being equal, I wanted him [Mack] to vote for National," Mr. Whiteside said.

According to Mr. Whiteside, Comr. Mack had left the impression that he was going to abstain when the FCC voted on ch. 10.

When asked what specific proof he had that Comr. Mack had repaid the loans, Mr. Whiteside testified that he had furnished Dr. Schwartz with seven promissory notes marked "paid to satisfaction." This later became a big issue and was referred to often in questioning. The committee contends it does not have the notes marked paid nor, several members stated, have they ever had them. They questioned Mr. Whiteside at length as to why he did not list the notes as part of an itemized statement of records turned over to the subcommittee under subpoena.

Using the attorney-client relationship plea for the first time, Mr. Whiteside refused to discuss his May 1956 call to Comr. Mack, in the presence of Perrine Palmer. During this call according to testimony two weeks ago [GOVERNMENT, Feb. 24], Mr. Whiteside told Mr. Mack he was no longer interested in the ch. 10 case and that if the commissioner ever felt "pledged," he was released from that pledge.

Mr. Whiteside claimed this was a part of the dispute over the Grant Foster trust fund, which he formerly administered for Mr. Foster, and that Mr. Katzentine's actions relating to settlement of the fund were "tantamount to blackmail." His difficulties with Foster centered around the amount of fees charged, Mr. Whiteside stated. Despite repeated questioning, he refused to admit that he obtained a better settlement after agreeing to phone Comr. Mack and withdraw his support of National Airlines. Mr. Katzentine, at this time, represented Mr. Foster in settlement of the trust fund with Mr. Whiteside.

He again stood behind the attorney-client relationship when asked if a $30,000 campaign contribution had been made to Charlie Johns, candidate for governor, from the Foster trust fund.

The impropriety of loaning Comr. Mack money never was discussed between the two, Mr. Whiteside said. Also, he said, the fact he was accepted to practice before the FCC in October 1955 would make no difference because the loans were between two friends of long-standing. "I have never attempted to pressurize any friends of mine who might be in public office," Mr. Whiteside stated in denying he had attempted to influence the commissioner's vote.

At various times, members of the subcommittee attempted to show that Mr. Whiteside's loans to Comr. Mack began at about the same time Mr. Mack was appointed to the Florida Railroad & Public Utilities Commission.

Rep. John Moss (D-Calif.), who clashed often with the witness, again asked what proof Mr. Whiteside had that Comr. Mack had repayed any of the loans. Mr. Whiteside produced photostats of pages from his firm's cash book which far from satisfied any of the subcommittee members.

In explaining Comr. Mack's associations with the two insurance agencies, Mr. Whiteside said he bought an interest in W. Y. Stembler agency in January 1953 for $49,000. He then assigned one-sixth (1,666 shares) of the agency to Comr. Mack at no cost to the commissioner. In May 1954, the agency merged with a second Miami firm and became Stembler-Shelden with Mr. Mack retaining one-sixth ownership. Comr. Mack's stock, according to Mr. Whiteside, is held in trust by G. C. Stembler, son of W. Y. Stembler. Later, in January 1956, Mr. Whiteside transferred 100% ownership of Andar Inc. to Comr. Mack at no cost to the commissioner.

Andar, it was explained, at that time had no assets or liabilities and was a holding company for Coral Gables (Florida) Checker Cab Co., owned by Mr. Whiteside. It since has been engaged in buying and selling property, real estate, making loans and as an insurance agency.

Mr. Whiteside said the insurance interests were given to Comr. Mack to help set him up in business and assist him in repaying the loans. The two had an understanding that Comr. Mack would return to Stembler-Shelden when the commissioner retired from public service. Mack ownership in the two agencies is "completely proper if you consider the circumstances," Mr. Whiteside testified.

The witness further stated that Comr. Mack received the following amounts as "earned income" or "ownership participating interest payments" from Stembler-Shelden: 1953, $732; 1954, $5,040; 1955, $1,533, and 1956, $2,590. Some of these payments were commissions on "leads" Comr. Mack had furnished the agency, Mr. Whiteside said. He stressed that no leads have been furnished since Comr. Mack became a member of the FCC.

Since 1956, Comr. Mack's monetary compensation from Stembler-Shelden has been transferred to Andar Inc., Mr. Whiteside stated, and some of the money then has gone to him (Whiteside) in repayment of the Mack loans.

In August 1957, Comr. Mack's debt of $2,350 to Mr. Whiteside was transferred to Andar Inc., the witness testified. This, in turn, was repayed Feb. 1, 1958, when Andar Inc. sold a kitchen for $2,600 it had purchased for $2,000. Mr. Whiteside admitted that he arranged financing for purchase of the kitchen and Comr. Mack did not participate and had not been out a dime.

Comr. Mack has received $4,350 from Andar Inc. directly and indirectly, Mr. Whiteside stated. Payments of $1,600 and $400 also have been transferred from Stembler-Shelden to Andar and credited to Mack's account, the witness said. It further was testified that $1,250 in 1956 was applied to Comr. Mack's loan account with Mr. Whiteside, plus $300 in January 1957. [Discrepancies in the amount of money accruing to Comr. Mack from the two agencies are because there were numerous figures given by the witness which did not add up—a near-unanimous conclusion of the subcommittee members.]

As testified by Mr. Whiteside, most of Comr. Mack's loans have been repaid by transfering the indebtedness to Andar Inc. with Mr. Whiteside then withdrawing monies accruing to Andar in Comr. Mack's name. Mr. Whiteside denied that any of the loan have been "forgiven" rather than repaid.

Asked the difference between giving Comr. Mack outright so many dollars and taking repayments from Andar for a gift to Comr. Mack, Mr. Whiteside replied there was a "vast difference." He said he had helped set his friend up in a business where he could earn his own way and also stated there was a difference as far as the payment of federal income taxes are concerned. "The moral and ethical question is not one whit different," retorted Rep. Moss.

Mr. Whiteside said that it makes no difference which of his bank accounts (it was brought out the witness has over 20) the Mack loans were charged to. He said he did not keep personal books apart from his law firm books and that Comr. Mack's loans were placed on a note basis only after 1950.

Rep. Moss again questioned the witness at length about how the Mack loans were

IMPROMPTU EXECUTIVE SESSION to plan future strategy was held in the hearing room during a recess in testimony Thursday by the Legislative Oversight Subcommittee. At the meeting, just out of earshot of newsmen (l to r): Reps. Moss, Heselton, Harris (chairman), Wolverton, O'Hara, Mack, Williams, Hale and Bennett. Reps. Moulder (former chairman) and Flynt were not present.

carried on the books. The congressman said it seemed to be an "amazingly unorthodox and unusual bookkeeping system." "That is your opinion, sir," retorted Mr. Whiteside.

Speaking off the record, several members of the subcommittee said Thursday they are convinced Mr. Whiteside has deliberately misled the committee in testifying on the financial arrangements.

Mr. Whiteside said Andar became active again early in 1957. Its officers (unknown to Comr. Mack although he is sole owner) include Elizabeth Brissillo (Mr. Whiteside's secretary), president; Edward Dunn, Stembler-Shelden associate, vice president, and Josephine Risenback (another Whiteside secretary), secretary-treasurer, according to Mr. Whiteside.

Andar's present net worth is approximately $1,000, the witness testified. He said assets include two $30,000 mortgages, brokerage commission from Stembler-Shelden of $2,250 (assigned to Comr. Mack's account by Mr. Whiteside) and "a few dollars in the bank." Only liability listed was $30,000 owed on a third mortgage.

Stembler-Shelden does an annual business of approximately $1 million, Mr. Whiteside testified, and has from 15-17 employes. The WPST-TV premium amounts to $20,000 and brings a $3,700 commission to the firm, he stated.

The witness was questioned at length on his various bank accounts, most of them in Miami or Coral Gables. Rep. Wolverton appealed for the committee to secure "by whatever means necessary" all the records of Stembler-Sheldon, Andar and Mr. Whiteside. Mr. Whiteside said he would refuse to turn over seven of the bank accounts to the committee because of the attorney-client relationship. "I cannot and will not deliver records as a whole because they are privileged matter," he stated in also refusing the committee access to his cash book.

The committee will decide at a later date whether to attempt to secure these records.

Rep. Wolverton also asked the witness, one at a time, about over 30 phone calls Comr. Mack had made from his Washington office to Mr. Whiteside in Florida. The calls covered the period from July 1955 to July 1957 and Rep. Wolverton pointed out they were made at government expense. In each instance, the witness said he had "no recollection" of what was discussed. Generally, Mr. Whiteside said, the calls probably concerned loans made to Comr. Mack, the Miami ch. 7 proceedings (Mr. Whiteside said he represented one of the applicants, Jack Stein) and a Charlotte tv case.

Also entered into the record were eight calls made by H. Earl Barber, Comr. Mack's legal assistant, to Mr. Whiteside, and one call the witness made (at government expense) from Comr. Mack's office to New York.

Mr. Whiteside said he applied for admittance before the FCC bar in August 1955 as a result of his work for Mr. Stein, for which he received a $5,000 fee. He said $1,250 of this was paid to Mr. Palmer for public relations work on behalf of Mr. Stein's application [GOVERNMENT, Feb. 24]. Mr. Whiteside stated he also made a trip to Washington to see Comr. Mack regarding the ch. 7 case (granted to Knight-Cox-Trammell interests, now WCKT [TV]) as well as trips on behalf of the National ch. 10 application.

Interest in the Charlotte case, Mr. Whiteside said, was prompted by a friend who had a 33⅓% interest in one of the applicants.

On Tuesday, Rep. Harris read Sec. 409 (c) (2) of the Communications Act "that you [Whiteside] would be interested in yourself." It provides that in any case of adjudication, no person who has participated in a case may make any additional presentations to a commissioner except as provided by law. The penalty is a $10,000 fine and/or two years imprisonment. Explaining why he read the statute, this exchange followed:

Harris—"It appears to me very clear in these hearings that some people have found themselves in a very, very bad situation."

Whiteside—"I do not fall under that act, sir, as you read it."

Harris—"Well, that may be your interpretation. But if you made such representations after National Airlines had made its representations which had been made very clear with the fact you went to the FCC, registered yourself . . . and with all the other evidence presented herein . . . seems to me places you in a very, very close place."

Whiteside—". . . You, of course, are entitled to your opinion . . . but I must say for the record that I do not now and cannot agree that I have violated the statute. . . ."

Harris—"It is not for me to decide but the facts are very clear and plain, it seems to me."

On Wednesday, Rep. Harris called the witness' attention to Secs. 1505 and 371 of the U. S. Criminal Code. They provide stiff penalties for attempts to influence or corrupt and conspiracy to defraud regulatory agencies. The chairman said he read the sections "for the purpose of calling your [Whiteside] attention to the provisions of the criminal code because throughout this long lengthy proceeding in which you have appeared here there has been some very revealing testimony. . . ."

Mr. Whiteside again denied that he had violated any of the cited statutes, to which Rep. Harris replied: "Mr. Whiteside, using your own phrase that you have used many, many times during these three days, 'That is your opinion'."

MACK TESTIMONY

Comr. Mack explained in detail Thursday some of the financial transactions that have been construed as efforts to influence his vote in the Miami ch. 10 case. Appearing before the subcommittee for the first time, he submitted a prepared statement reviewing his connection with the Miami case and some of the FCC procedure that led to the final decision in favor of Public Service Television Inc.

Apologizing for nervousness, he read a

13-page statement that opened with appreciation of the chance to answer charges against him. He said he welcomed the FBI inquiry into checks written by Mr. Whiteside and added that he had turned over his personal files to the investigators. He said that he had submitted the files to the FBI voluntarily, before any request was made.

Comr. Mack stated categorically that his relations with his lifelong friend, Mr. Whiteside, had nothing to do with his vote in favor of the Public Service application. He said he had at no time, directly or indirectly, pledged his vote.

He reviewed contacts made by Mr. Katzentine, WKAT Miami Beach, one of the four ch. 10 applicants, when he was still a member of the Florida Railroad & Utilities Commission and then after he joined the FCC. He mentioned contacts made by Jerry W. Carter, a member of the Florida Utilities Commission, and Perrine Palmer, Miami businessman, after he joined the FCC but said none of them asked him to commit his vote.

The roles of Sen. Kefauver, Ben Fuqua of Florida Power & Light Co., and others were outlined. Sen. Kefauver, it was said, was a friend of Mr. Katzentine and asked Mr. Fuqua to talk with Comr. Mack in support of persons involved in the Katzentine application.

A detailed recital of FCC procedure in connection with the ch. 10 case showed that Comr. Mack's vote was not a deciding factor in the grant. He said that as a Floridian he felt there was need for a third vhf station in Miami and that the case should be decided soon in view of its long pendency. He studied the record, he said, arriving at a decision on the basis of the record. He reminded that all four ch. 10 applicants were found to be qualified.

Comr. Mack said he did not vote for the Katzentine application because he learned that WKAT used free lance announcers who were paid on the basis of the time they sold, contending this amounted to abdication of control of these time segments. He said, too, that WKAT carried advertising by horse-racing tipsters. He asked that the FCC's final decision and Examiner Sharfman's report be made a part of the committee record.

A review of financial dealings with Mr. Whiteside included a list of checks from the latter, totaling $4,980 ($250 of one check was not paid to him). Comr. Mack identified 10 checks [photos of seven checks in LEAD STORY, Feb. 17], saying he had borrowed the $4,980 since 1950. Of this, $2,380 was borrowed before he joined FCC.

He added, "Sometime in the fall of 1957, Mr. Whiteside informed me that I had about $2,000 coming to me from the Andar Co. and he advanced me the sum of $1,600 against that account. Later he advanced me another $400 against the same amount. I think later I received an additional check for $200 from the same source. From time to time I executed a number of promissory notes payable to T. A. Whiteside and, as these notes were paid, it was my understanding that Mr. Whiteside marked them accordingly and kept them for me in his files. Mr. Whiteside has never in his life attempted to use any financial obligation of mine to influence my actions, either private or official." He explained he had never been a "money maker" and has often needed financial help.

All but $250 of the borrowed money has been repaid, according to Comr. Mack. He said he learned for the first time last Monday, through newspaper accounts, that Stembler-Shelden Insurance Agency had written insurance for Public Service Television. The next day, he said, he wrote Mr. Whiteside at Coral Gables, Fla., to renounce a trust arrangement and to end his interest in the company. He also sent copies of the letters to Mr. Whiteside in care of the subcommittee chairman, he added.

Dealings with Andar were outlined, with Comr. Mack insisting that he was not swayed by "intense" interest shown by Mr. Katzentine and others. He said he had not favored Mr. Whiteside nor had he been influenced by their financial transactions.

Comr. Mack suggested the committee hearings have shown a need for legislation that would give the FCC and similar agencies relief from approaches on behalf of applicants, including contacts by congressmen and senators.

At the beginning of Comr. Mack's testimony, Rep. Harris read into the record a lengthy letter from Sen. Kefauver explaining his role on behalf of Col. Katzentine in the ch. 10 case. The senator said he discussed the case with three FCC commissioners (one of them Comr. Mack) after he heard "disturbing" reports the Commission planned to override the examiner's decision.

Sen. Kefauver recalled he had "vigorously opposed" the appointment of George C. McConnaughey to the FCC and this prompted him to lend "further credence" to the rumors. The senator said that Comr. Mack called on him "at Mack's initiative." He said Comr. Mack brought up the ch. 10 matter himself and indicated the case was embarrassing to him (Mack) and that he was inclined to abstain.

"Comr. Mack also spoke feelingly to me of his indebtedness to Chairman McConnaughey for his appointment to the Commission," Sen. Kefauver said.

Comr. Mack said he did not solicit an appointment to the FCC and felt he was named because of the endorsement of Florida's two senators. "When I first heard about this, I didn't think there was a Chinaman's chance that I'd get on the FCC," he

"By The Way, Who Appoints Those Fellows?"

HERBLOCK in The Washington Post and Times-Herald

The Symbol and the System ..... AN EDITORIAL

FOR purposes of this discussion we are willing to concede that there was nothing illegal about the numerous payments which Richard A. Mack received from Thurman Whiteside or from companies in which Mr. Whiteside gave Mr. Mack stock.

We are not willing to concede, however, that these payments were "loans" or "ownership participating interest payments" as Mr. Whiteside and Mr. Mack have called them. They were gifts.

Mr. Whiteside gave Mr. Mack a one-sixth ownership in the Stembler-Shelden insurance agency, and Mr. Mack drew $9,896.58 in payments from that company in the years 1953 through 1956.

Mr. Whiteside gave Mr. Mack sole ownership of a corporation called Andar Inc., and Mr. Mack has been paid at least $2,000 by that company.

Additionally, both Stembler-Shelden and Andar have paid Mr. Whiteside various sums (the exact amounts are impossible to determine from the testimony through last Thursday) which were applied against personal "loans" which Mr. Whiteside had advanced to Mr. Mack. This, of course, was a device to free Mr. Mack of the obligation for repayment.

The financial arrangements which Mr. Whiteside made for Mr. Mack may not have been illegal.

But they were ingenious.

They were invented by an intricate and sophisticated mind.

Yet we are asked by the inventor, and his beneficiary, to believe that the motive behind these complicated transactions was simple generosity. It was Mr. Whiteside's sole desire to provide financial assistance, expecting nothing but friendship in return. To believe that part of last week's testimony is to accord Whiteside & Mack top billing over Damon & Pythias.

DID Mr. Whiteside's magnanimity influence Mr. Mack to vote for National Airlines in the struggle for Miami's ch. 10? It is not critically important to know the answer. The point is that in an association as intimate as that of Messrs. Whiteside and Mack the potential for influence—subtle or crude—is overwhelming.

That potential, it seems to us, should have been discovered in any serious investigation of Mr. Mack before his appointment to the FCC. The fact that it was not discovered or, if discovered, was ignored suggests an extreme, indeed dangerous informality in the selection of FCC candidates.

The White House which appointed Mr. Mack and the Senate which confirmed him did so, apparently, without knowledge that he was in the pay of Mr. Whiteside. If so conspicuous a friendship can escape attention in the screening of an FCC candidate, the investigative procedure is in desperate need of repair.

It is impossible not to feel a sort of sympathy for Mr. Mack. We feel sure that he sincerely believes he has done nothing wrong. We admire his courage in facing his accusers last week and defending his position. His judgment, however, cannot command respect. For lack of it, he must become a symbol of a certain kind of irresponsibility that government can ill afford.

IT IS less Mr. Mack's fault than the system's that he is in his present fix.

Both the White House and the Congress have had a haphazard attitude toward the FCC.

The FCC exerts vast power over the extent and nature of broadcast services which are basic fixtures in almost every American home, but it does so in ways that seldom come to public attention. Its decisions are technical and difficult to explain to the average member of the broadcast audience or the average reader of a newspaper. It is neither the springboard nor the goal for spectacular political careers.

Scandal, however, is something which every tabloid reader understands. It took a scandal at the FCC to get the agency a play on page one and on national news broadcasts. The impression which will inevitably be left on the average citizen is that FCC stands for finagling, chicanery and corruption.

That will be a regrettable impression indeed. It will subject the innocent majority of FCC Commissioners to undeserved suspicion. It will, for a time at least, upset the morale of the FCC staff.

But there is a possibility for good in the present investigation. The good could come in the form of laws to insulate the members of the FCC from political pressure.

Two bills aimed at that purpose have been introduced and others unquestionably will be. Any measure that is eventually adopted must be drawn with utmost care if it is to succeed in insulating the Commission against pressure without isolating it from effective contact with reality.

To put the objectives simply, they should:

1. Make it illegal (and provide penalties) for anyone—including members of the Congress and the administration—to attempt to influence an FCC decision except openly in official proceedings.

2. Provide adequate pay and expenses to enable FCC Commissioners and key staff members to travel on legitimate inspection trips to learn about the businesses they regulate.

A law, no matter how adroitly written, can never be the full solution to any problem. It must be administered wisely and with care. Whatever goes on the statute books as a result of the FCC investigation, it will in no way relieve the White House and the Congress from the responsibility of taking a serious and continuing interest in the FCC.

said. In answer to a question by Rep. Wolverton, he stated this feeling was predicated on the fact he is a "good Democrat."

The embattled commissioner emphatically denied that he is an "Eisenhower Democrat." He denied knowledge of any efforts on his behalf for the appointment except by the two Florida senators. He specifically was asked about any help from Comr. McConnaughey, individuals in the White House and Florida GOP committeemen.

Comr. Mack told the subcommittee he knew practically nothing about the operations of Stembler-Shelden and Andar Inc., saying he trusted Mr. Whiteside and left all such matters up to him. Mr. Whiteside gave him the one-sixth interest in Stembler-Shelden, Comr. Mack said, because in 1952 he expressed unhappiness with public service and expressed a desire to return to private life. At that time, he was a member of the Florida Railroad & Public Utilities Commission.

Comr. Mack volunteered the answer to why he addressed a registered letter to Mr. Whiteside in care of Rep. Harris, a question which greatly aroused the curiosity of the subcommittee and newsmen when delivered to Mr. Whiteside while he was on the stand Wednesday. Comr. Mack said the first he knew that Stembler-Shelden had written the insurance for chs. 7 and 10 in Miami was when he read news reports of Mr. Whiteside's testimony. In the letter, he renounced his trust ownership in Stembler-Shelden and asked Mr. Whiteside to take all necessary steps to terminate his (Mack's) ownership in the company.

He acknowledged there was no public record of his ownership in the two agencies and that he had never seen physical proof of such ownership. Rep. Flynt thought this was "inconceivable" since Comr. Mack had received "$10,000 in profits."

When asked how much he had received from Stembler-Shelden and Andar since joining the FCC, Comr. Mack first replied "nothing." Later, he qualified the answer: "To the best of my knowledge, $2,000." Still later, Comr. Mack qualified his answer further to say he knew nothing of the operation of the agencies and would accept the testimony of Mr. Whiteside as to how much he had received.

When Comr. Mack admitted he was not a licensed insurance agent in Florida, he was asked if it was legal for him to accept commissions. "I'm sure it's permissible," he replied, but denied any of the payments to him have been "commissions."

He first learned of his ownership of Andar Inc. about a year ago, Comr. Mack testified. He said Mr. Whiteside did not inform him

of the "gift" before it was made and its purpose was to assist him financially. Monies received from Mr. Whiteside and the two insurance agencies were considered both as "loans and advances," Comr. Mack said. The loans were payable on demand, he stated.

Comr. Mack testified "I haven't faintest idea of value" of Andar and that he didn't believe Mr. Whiteside ever had told him he was the sole owner. He said he had never talked to his "benefactor" over the telephone about the two agencies nor did they have any written correspondence on the subject.

He said he was not sure whether he told subcommittee investigators about his participation in Stembler-Shelden and Andar during three recent interviews. In an obvious reference to the secret wire recording [LEAD STORY, Feb. 17], Comr. Mack said he wanted to be frank with the investigators but "this was before I knew of the tactics they used."

Admitting he may have told the investigators some of the Whiteside loans had been forgiven, Comr. Mack said if he did so it was because he was not familiar with Mr. Whiteside's methods of keeping track of the loan accounts. A vast majority of the loans were made at his request, he stated.

Comr. Mack said his only interest in a report on Stembler-Shelden and Andar was for income tax purposes and outside of this, he had no knowledge whatsoever of their operations. He said he had never actively solicited any business for Stembler-Shelden.

Notwithstanding Mr. Whiteside's testimony, Comr. Mack said he would stand by statements in his Dec. 30, 1957, letter to then committee chairman Rep. Moulder [LEAD STORY, Feb. 10]. At that time, Comr. Mack stated: "Neither I nor any member of my immediate family has received any honorarium, loan, fee or other payment [since joining FCC from any firm or individual] . . . having any interest . . . in any matters subject to the jurisdiction of the Commission."

This statement is still valid, Comr. Mack contended, because Mr. Whiteside was not "legally employed" by National Airlines.

Explaining a $3,500 cash deposit in a Florida bank in January 1955, Comr. Mack said the money was an inheritance from his mother. She left him $3,500 cash, he said, with a covering letter which was kept in a safety deposit box accessible only to Comr. Mack and his mother. He did not show the letter to anybody else and does not now have a copy, he said.

Comr. Mack stated he could not remember the source of a later $800 deposit to the same account but believed that it came from the sale of a boat.

At the request of Rep. Moss, Comr. Mack surrendered to the subcommittee certain of his personal financial records. Asked for his income returns for 1955-56, the witness was reluctant to furnish them and said he would agree to do so only with the stipulation they be used by members of the subcommittee only and be withheld from "investigators."

Rep. Moss said he would object to receiving the records on Comr. Mack's conditions, which would limit their access to members in questioning. He asked that the tax records be subpoenaed if not furnished voluntarily. Rep. Williams, in the chair at the time, stated the subcommittee would rule on the matter at a later date.

Under questioning, Comr. Mack said then FCC Chairman McConnaughey called him several times while the Mack appointment was being considered. Comr. McConnaughey wanted to know if he would accept the appointment, Comr. Mack said, and if tendered, when he could be in Washington.

This raised the ire of Rep. Harris who wanted to know what business it was of Comr. McConnaughey's. "I am beginning to believe some of these things I have heard about McConnaughey," Rep. Harris said without further explanation.

Comr. Mack also testified that Col. Katzentine talked to him about the ch. 10 case soon after news reports broke that he was being considered for the FCC. He said many other persons contacted him later on behalf of the Katzentine application but only Mr. Whiteside regarding National.

"Not the first person," Comr. Mack replied when asked if anybody at the White House "pressured" him on behalf of the National Airlines application. He also denied Gordon Moore, Mamie Eisenhower's brother-in-law, spoke to him on the ch. 10 case, and in fact stated he did not know Mr. Moore.

He said the 30-odd telephone calls he has made to Mr. Whiteside since coming to Washington in July 1955 were of a personal nature. While in Washington in 1956, he said Col. Katzentine asked him if he were pledged to vote for National. He told the losing ch. 10 applicant he "very definitely and positively was not," Comr. Mack said.

HEARING DISCLOSURES RILE CONGRESSMEN

Rep. John B. Bennett (R-Mich.) last week called on FCC Comr. Richard A. Mack to resign. And, he added, if Mr. Mack refuses to do so the President should remove him, if he has the authority. If the President does not have this power, Rep. Bennett said: "Congress should institute impeachment proceedings for that purpose."

Mr. Bennett added:

"The evidence already presented to our committee is clear and convincing that Comr. Mack's financial and business associations with persons interested in the outcome of the Miami ch. 10 case were such that he could not properly sit in judgment on the case. Thurman Whiteside, a Miami attorney, was a vigorous advocate in behalf of the contestant for whom Mack voted in the ch. 10 case. The evidence is clear that Comr. Mack's personal and financial obligations to Whiteside, according to Whiteside's own admission, were of such a character that his participation in the case under those circumstances amounted to gross impropriety."

Rep. Morgan M. Moulder (D-Mo.) first chairman of the Oversight Committee who resigned when Dr. Bernard Schwartz was fired, termed Mr. Mack's financial interests in the insurance companies "unquestionably a flagrant violation of their own [FCC's] rules and regulations." He obviously was referring to the Communications Act's provision that no commissioner may have an interest in any licensee or company serving a licensee.

Rep. John E. Moss (D-Calif.) declared last week that the Dept. of Justice "should move in" on Comr. Mack and "take a searching look at Mack and those who tried to influence him." He added that the evidence "clearly shows" that Mr. Mack should not continue on the FCC.

The three Congressmen are all members of the Oversight Committee.

Other remarks called forth by the disclosures before the House committee:

Rep. John D. Dingell (D-Mich.) stated that the Oversight Committee hearings have resulted in disclosures "which have been most disquieting to me." He continued:

"It appears that the climate in the federal regulatory agencies has deteriorated to a point where vigorous action on the part of Congress appears necessary to restore the faith of the people in these quasi-judicial agencies and to restore what we regard as integrity in government to these same agencies."

And Rep. Timothy P. Sheehan (R-Ill.) coined a new phrase, "Schwartism", which he said consisted of "gross overstatements, wild accusations and personal use of congressional committee material and committee files without regard for the rights of the persons involved."

On other fronts: The American Civil Liberties Union urged Rep. Oren Harris (D-Ark.), chairman of the Oversight Committee, not to play the wire recording made when Herbert Wachtell, then a committee investigator, interviewed Mr. Mack. The recording was made unknown to Mr. Mack. ACLU termed the practice "electronic eavesdropping."

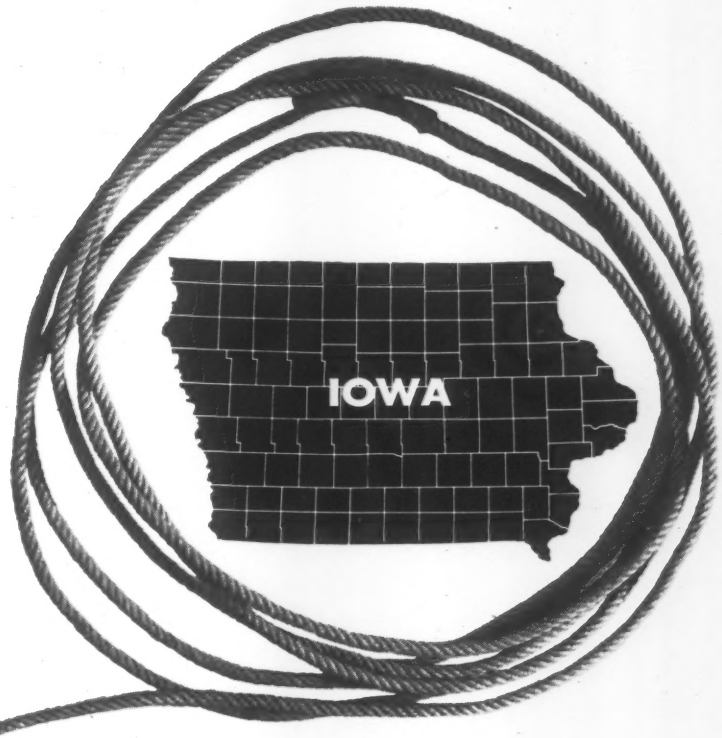
And the national publicity brought forth a real "oldie". Lawrence A. Reilly, president and general manager of WTXL West Springfield, Mass., wrote to Rep. John W. Heselton (R-Mass.) asking that the Communications Act be amended to prohibit newspapers owning radio or tv stations.

ABA Urges Pressure Safeguards

Congress was urged Tuesday by the American Bar Assn. to set up a code of conduct for members of federal regulatory agencies. Meeting in Atlanta (main story page 85), the ABA House of Delegates favored a code that would prohibit off-the-record representations, influences or pressures from any source in proceedings before agencies. This would include pressures by members of Congress and the executive branch as well as private interests. A resolution deploring improper influence on federal agencies was approved unanimously.

[For related stories on Oversight hearing, see GOVERNMENT.]

We've got IOWA all tied up...



WITH MORE THAN 25%
of all the Grade A agricultural land in America, Iowa's farms *average* $11,800 of income per year. Yet industry and other businesses are even *more* important in the Iowa economy—account for $3.3 billion against agriculture's $1.1 billion.

Iowa's 351,900 urban families live in 42 cities, with populations ranging from 5,200 to 190,600. 62 Iowa radio stations compete for their attention. Yet 44.7% of ALL our families (city, town and farm) say they "listen regularly" to ONE station — WHO — more people than listen regularly to the next FOUR commercial stations combined!

This preference for WHO is the result of *services to our listeners.* Every policy and program is based on that idea. Let PGW *explain* it to you.

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

NOW

KTVU *is on the air...*

serving the Greater San Francisco - Oakland Metropolitan Area
with **MAXIMUM POWER** on channel

2 best in the market

KTVU *EXCLUSIVELY,* offers its Advertisers

N

interesting, exciting entertainment for 1,265,051 families in the Nation's sixth market

first-run feature films in prime viewer time

top half-hour syndicated film programs

personalities

E

sales opportunities—One Minute Announcements in AA time

flexible Penetration Plans which permit combination of announcements of varying lengths and in all *time brackets*

low potential cost-per-thousand viewers

W

technical facilities, RCA throughout

All these advantages, **PLUS** a time-proved transmitter location and an organization of experienced broadcasters, are available to you on

KTVU

2
KTVU

San Francisco-Oakland Television INC.
JACK LONDON SQUARE OAKLAND 7, CALIFORNIA

represented by H-R Television, Inc.

The private life of advertisers and agencies—by Prof. Albert W. Frey ($50, 424 pages)

The Assn. of National Advertisers' statistics-loaded "Frey Report" was issued last week to a waiting advertising world explicitly confident that, if nothing else, it would lead to "much more realistic" agency compensation arrangements.

Prof. Albert W. Frey of Dartmouth, principal author of the 424-page report, said this didn't necessarily mean a change in the traditional 15% commission, however—just that negotiations would be more careful with this mass of data available as background.

First impressions among agencies and advertisers who had skimmed through the book by late last week and were willing to talk about it appeared to side with this view. Advertisers especially, it was felt, would be inclined to see that negotiations with the agencies get down to brass tacks.

But just how many would be apt to do so was another question, since a good 60% of the advertisers found the media commission system satisfactory and another 24.6% held that while it isn't satisfactory it is still the most practical method. The feeling, however, seemed to be that even among the satisfied advertisers there would be an inclination toward more careful negotiations and that this might result in higher pay for some agencies, less for others.

Even the people surveyed in the study did not, for the most part, look for any really significant change in the media commission system.

In general, there appeared to be less criticism of the final report among agencies than was the case with the preview report submitted at ANA's meeting last fall [LEAD STORY, Nov. 4, 1957]. One executive, conceding that he found "much that is good" in the final document, said that in his view the voluminous additional material in the complete report introduces a sort of shading that gives it perspective not present in the preview, where he felt that everything seemed to be either black or white. Indeed, except in the discussion of compensation, he felt that agencies probably fared better than advertisers in the final report.

There was no inclination to challenge Prof. Frey's own estimate, made in an exclusive tape-recorded interview published in BROADCASTING last Monday, that the full degree of the report's usefulness probably won't be determined "for a long time." The whole subject of compensation and advertiser-agency relationships generally is now, as the report notes, a matter of individual negotiations between advertisers and their agencies.

Paul B. West, ANA president, said the report offers to "the individual advertiser the wherewithal of informed judgment to appraise and evaluate his own relationship with his agency and to explore with the agency how they can become even more effective working partners." He said that "advertisers, recognizing the importance to them of getting the best possible creative service from independent advertising agencies, are looking to this study as a working tool to help them create a climate conducive to creativity and thus increase the agencies' ability and incentive to produce resultful advertising."

Mr. West said there is "ample evidence" that many advertisers and agencies already are "re-evaluating traditional operating methods to bring them in line with today's demands on advertising," and that many others have been waiting for the Frey Report before undertaking the job.

ANA arranged a series of closed meetings, starting tomorrow (Tuesday) in New York, in which members may discuss the report with Prof. Frey and ANA top officials. After the New York session, the schedule calls for meetings in Detroit Wednesday, Chicago Friday and Pebble Beach, Calif., March 12.

The American Assn. of Advertising Agencies, whose members as a rule have resisted advertiser efforts to re-evaluate if not revamp the media commission system, was planning to issue a statement but wanted more time to study the report.

Like the preview last fall, the final version points out principal problem areas, with that of "finding improved means for measuring the effectiveness of advertising" listed as "undoubtedly the most basic."

In the area of agency services, the report singles out two fundamental problems for both advertisers and agencies: (1) determining the kind and amount of services to seek or offer, and (2) evaluating agency services.

It found little evidence of well-defined criteria for service evaluation, and said development of such objective measures "should be one of the industry's immediate goals." By whatever standards now exist, the report adds, current agency service seems adequate to advertisers.

When agencies and their clients don't

ALBERT W. FREY

Now there's a scientific basis for fee formulas

Next big problem: How to evaluate agency services?

CONDENSED TEXT OF FREY CONCLUSIONS *begins page 37*

get along, the study continues, faults usually lie on both sides. It urges the development, by agencies and clients together, of written statements specifying their respective responsibilities and pointing out what they expect of each other.

The report scored advertiser top management for too often being ignorant or skeptical about advertising and agencies, withholding important information from agencies, and failing to get top-notch advertising managers and let them do their job. Agencies, the report continued, must organize themselves to meet client requirements, devise means of "quality control" and respect the client's expressed policy objectives.

Compensation occupies by all odds more space than anything else in the "conclusions" reached by Prof. Frey and his colleague, Prof. Kenneth R. Davis, also of Dartmouth. They note that a majority of advertisers, agencies and media are "content" with the 15% commission system, but point out that there also are "many in each group who are definitely not content." They undertake to explode 11 "fallacies" often cited in support of the media commission but say this does not—and was not intended to—prove the commission system wrong. Indeed, at another point they say the media commission method "may be the most desirable method." But, they add: "If so, it should be susceptible to defense on logical grounds."

The report also undertakes to legitimatize rebating, a practice often frowned on. Actually, Messrs. Frey and Davis conclude, rebating part of the media commission to the advertiser "is no more unreasonable or unethical . . . than to make concessions in connection with service charges and fees or to give additional service at no extra cost."

The final report, like the preview, makes clear that there can be no one new standard method of compensation. Rather, it's a case-to-case proposition. But there's no good reason why negotiations should be taboo, either, the report asserted. In fact, it holds that there are "sound reasons" why such negotiations should be undertaken. Any change, however, "should be introduced only after recognition of and careful examination of all the factors involved."

There's a hint that the authors feel a fee system may be an acceptable substitute for the commission system. After stressing the advantages on an hourly rate system of allocating agency costs, they say that in time it might "conceivably" lead an agency to want to switch to a fee basis, and then they detail the steps that would be involved—planning a year ahead, estimating the costs, getting client approval, etc. In an example such as this, media commissions would be credited to the client's account.

The report goes all the way back to the beginning of advertising agencies and highlights their development over the years. The survey sample on which it is based included, in addition to advertisers and agencies, representatives of most media—including all tv stations and 85 50-kw and 432 other radio stations.

Total billings represented by the agencies surveyed amounted to $2.654 billion. The largest client of the average agency represents a little over 20% of the agency's income, and the average client has been with the average agency for seven to eight years. Some of the other highlights of the findings are shown in tables accompanying this article (in all, the report contains well over 100 tables).

The criterion cited most often by ad managers as the quality they look for in appraising an agency is creative skill (16.1%), with experience and success second (13.4%) and reliability and dependability third (10.7%). On the other hand, inadequate service, lack of creative ability and desire for a smaller agency were 1-2-3 among reasons for dropping an agency.

Some 78% of the ad managers rated their agencies' radio and tv commercials as excellent or good. Ad managers with budgets above $1 million were more pleased; 84% gave excellent or good ratings to their commercials.

In reporting some of the criticisms directed by advertising managers against agencies, the authors note that little things can sometimes rankle big. One was that agency people "played politics." Others: "account executive always late for appointments"; "incorrectly estimated cost of network time, causing budget difficulty"; "erred on strategy in obtaining network time."

Principal causes of agency-client friction that are attributable to advertisers, the report says, include lack of appreciation and understanding of the value of advertising; failure to hire competent advertising management and to give it adequate authority; lack of understanding of the agency function; lack of confidence in agencies and failure to make plans and data available to them; failure to establish well-defined advertising objectives, etc.; failure to establish sound standards to evaluate agency service, and failure to recognize and define the areas of company and agency responsibility.

Problem causes attributed to agencies include failure to establish standards to measure agency performance; organization that does not permit the control of performance; communication channels and methods that reflect lack of mutual trust, confidence and understanding, and methods of agency compensation.

The report shows that "fewer than 10% of the advertisers in the survey have a written statement of company advertising policy. Statements of advertiser-agency working relationships are used by 17% of the advertisers and agency contracts by another 23%. It seems reasonable to state . . . that 60% of the advertisers do not have a clearly written statement of their agencies' functions."

A total of 58% of the agencies maintain profit and loss statements by account, and among larger agencies the proportion runs as high as 83%. But 55% of the agencies, and 67% of the large ones will not show these statements to clients. Even when the statements are available, less than 20% of the clients ask for them.

TOP MANAGEMENT MAKES AD DECISIONS

The survey found that as a company's ad budget increases, the responsibility for administering it is more and more delegated to the advertising manager. Yet, even so, company presidents play a big role in advertising decisions. The report says:

"Three-fourths of the company presidents approve campaign plans. Half of them approve selection of the basic media used. A third approve the specific media to be used; one-fourth of them approve the specific advertising copy."

The report seems to find it surprising that "only 17% of the advertising managers have ever worked in an agency, and the average length of this experience is approximately five years." Those covered in the survey have held their present jobs approximately five years and they have an average of two people in their departments.

More than three-quarters of the ad managers thought their agency account executives performed adequate agency-and-client liaison. But only 46% of the agencies had the same feeling for the clients' ad managers, a finding attributed primarily to company top management's low regard for advertising and its unwillingness to pick competent people for its ad management.

Media were given a chance in the survey to get off some criticisms. One radio station gave the opinion that "agencies become stereotyped in their selection of media and victims of habit in selecting publications, stations, etc., within the media." Another protested requests for double-billing where co-op money is involved but said this practice has fallen off. A tv station thought "advertisers would benefit if agencies would remember that advertising is a branch of psychology, not mathematics."

One radio station also decried the "alarming lack of knowledge in many agencies on effective buying and use of media. . . . Agencies' reluctance to allow direct media-advertiser contact. Existence of too many marginal agencies who perpetuate bad practices such as 'double billing' and 'kickback'. . . ."

Arguments for and against the media commission system and also for and against

Rebating is no worse than added free services

Lack of mutual understanding a basic problem

the fee system of paying agencies are reported in great detail. More advertisers (11.8%) than agencies (10%) considered the media commission method neither satisfactory nor practical. Among media the commission method was held satisfactory or most practical by 81.4%, slightly less than the comparable figure for advertisers (85.1%) and agencies (89.8%).

Ad managers with big budgets were more critical of the commission system, but agencies with billings over $10 million were happier with it—because, the report says, 15% as an amount comes nearer to being adequate for agencies of this size.

One in the $1-million-to-$5-million class said he was satisfied with it but added the comment that "on broadcast media it's almost too much." Another, in the over-$10-million class, felt it was not satisfactory but most practical, then added: "15% seems too high for the amount of service rendered on tv shows."

This question of 15% on television programs brought a wide split between advertisers and agencies. As indicated in the preview report, most agencies felt they should get 15% on a package show and more than 15% if they produced the show themselves; ad managers took the reverse position, most of them going along with 15% on agency-produced shows but holding out for less on bought shows.

On the overall question of the media commission system, 54.3% of radio stations and 70.5% of tv stations thought the method satisfactory, as against an all-media average of 53.4%; 25.1% in radio and 13.6% in tv thought it not satisfactory but most practical (all-media average: 28%); 17.9% in radio and 15.9% in tv thought it neither satisfactory nor practical (all-media average: 17.4%).

Given a choice of compensation systems between the present method and others putting more reliance on fees, advertisers, agencies, and media all gave the current system the biggest vote, as was indicated earlier in the preview report.

Here are some of the radio-tv views quoted in the report:

Radio network: "We adopted the 15% commission simply because it was the custom in the advertising industry."

Tv station, over $500,000 in billing: "Would prefer graduated commission scale based on agency's dollar volume with station."

Radio station, over $500,000: "Since this procedure has been accepted historically and it is understood by everyone in the industry, we see no particular reason for it to be changed."

Radio station, $50,000-$150,000: "Only advantage is ease of computing. Seldom does amount of compensation bear logical relation to service rendered."

Radio station, over $500,000: "Change would create major revolution in media pricing and company-agency relations, and probably accomplish little of much value."

Tv station, $300,000-$500,000: "Generally, the 15% commission is satisfactory. However, some agencies have a 15% license to steal since they expect the medium to prepare all material and still collect their commission."

Tv station, over $500,000: "It is unsatisfactory because the service performed is in behalf of client and not media."

Among all elements—agencies, advertisers and media—the largest groups thought they would gain or loose little or nothing if the compensation system were changed (see table page 38 for media reactions).

Similarly, as in the preview, the majority in each group thought there would be no change in the compensation method or that the commission system would remain dominant (57.7% of all advertisers and 64% of those with budgets over $5 million; 81.9% of all agencies and 91.6% of those billing over $10 million, and 74.7% of media). Significant change "in the next few years" was expected by 10.7% of all advertisers and 25.4% of those above $5 million; 5.7% of all agencies and 2.8% of those above $10 million, and by 9.2% of media. The rest didn't know or didn't answer.

The majority in all media and among advertisers thought advertising agency profits are reasonable under the present system. This feeling was higher in television (68.2%) and lower in radio (57.8%) than in any other medium (average: 62.4%). Roughly equal percentages thought agency profits are (1) too high and (2) too low.

The report makes clear that, though it has problems, the advertising industry has a "meritorious" record, and that the study's emphasis on problems is intended to be helpful in clearing up those problems—not to imply "that relationships generally are unsatisfactory in the industry."

The report also stresses the need for advertiser, agency and media people to approach the volume with their own individual problems in mind. The authors' conclusions, it is explained, were offered primarily to give other readers something with which to compare their own conclusions. And readers who skip the findings and read only the conclusions, the report warns, will "lose a large part of whatever benefit the study may potentially have" for them. The report is available to ANA non-members at $50 per copy.

FREY'S PRINCIPAL CONCLUSIONS

Here, in substantially condensed text, are some of the basic conclusions drawn by the authors of the Frey Report (story, page 35). Because of the sharp condensations, the caveat *entered by the authors within the report itself is even more applicable here: "Their views . . . cannot serve as an adequate substitute for [the reader's] own perusal of the report's entire contents. Unless he reads what has gone before [354 pages of text and tables, compared to less than 40 pages of conclusions] he will lose a large part of whatever benefit the study may potentially have for him. . . . Much presumably useful information is not repeated here."*

THE INDUSTRY PROBLEMS

Every industry and profession has its problems. The advertising industry, large as its accomplishments have been, has its share. The greatest contribution of this report can be the confirmation of conditions that call for attention.

In pointing out problems, weaknesses and troublesome areas, there is always the danger of failure to emphasize adequately the strengths and commendable features. Certainly the advertising industry on the whole is making a most worthy contribution to the nation's economy. This fundamental fact should be kept in mind as the comments in the following pages are read. They are intended to be helpful in improving what is already, for the most part, a meritorious performance.

What are the basic problems that stand out most prominently from the survey information—the conditions preventing the client-agency relationship from achieving an ideal partnership, the advertising dollar from producing the most effective results? Certainly they include the following:

1. Evaluating the effectiveness of advertising efforts.

2. Persuading top management of the usefulness of advertising in meeting company profit objectives.

3. Adequately acquainting top management with the nature of agency operations.

4. Inducing client management to establish specific marketing and advertising goals, recognizing the importance of the marketing-mix concept, deciding logically what services are needed and the proper sources for these services.

5. Maintaining the correct amount of client and agency top-management participation—no more and no less—in the working relationship between the two parties.

6. Inducing client top management to recognize the importance of clear-cut, intelligent direction of advertising activities, and to give undivided authority and responsibility to competent personnel appointed for the task.

7. Divising procedures adequate to provide smooth and continuous two-way communication.

8. Establishing practicable standards for measuring agency performance, both by the client and the agency itself.

9. Recruiting client and agency personnel with the experience, knowledge and aptitude required for optimum advertising performance.

10. Attaining objectivity of advertiser, agency and media personnel in dealing with the subject of agency compensation.

11. Creating an atmosphere of mutual

trust and confidence in the client-agency relationship.

12. Lengthening the life of the client-agency relationship.

The problem of finding improved means for measuring the effectiveness of advertising is undoubtedly the most basic. Despite improvement in recent years, there is still a long way to go. As long as this condition prevails, it will be impossible to determine with complete satisfaction which activities, which efforts and which expenditures of funds have been, are, and will be justified. As improvement is achieved, several of the other problems listed above will be susceptible to easier solution.

AGENCY SERVICES

Two fundamental problems face advertisers in the area of agency services. The first centers on the kind and amount of services they should seek from their agencies.

The second centers around the evaluation of these agency services. Here the advertiser has, first, the difficult task of appraising the effectiveness of the advertising and then the agency's contribution to this advertising. This evaluation process is again further complicated by the increasing diversity of agency services.

Agencies likewise face these same two problems. They must develop their services to meet the needs of their clients and in turn establish means for evaluating their success in doing so.

The scope of agency services—Certainly the data in Section IV indicate clearly that there is no pat answer to the advertiser who asks, "What services should I obtain from my agency?" There is wide variation in agency offerings and advertiser needs. Nevertheless, there are probably broad areas which are clearly the agency's domain. These are those activities most closely tied to the actual production and placing of advertisements. They include the preparation of copy, art and layout and the research connected therewith. They include the selection of media through which the advertisements will be delivered. When it goes beyond these services, the agency competes with either specialized service organizations or with the advertiser's own sales, research and advertising departments.

It is in these areas that the advertising manager faces that most difficult problem of defining the scope of his agency's services. He should certainly recognize that his decision must be based upon a logical consideration of the effectiveness of alternative organizations. And this should bar from consideration the use of agencies simply because the scope of their services is tied to the traditional media-commission method of compensation. It is *not* logical to use an organization that may be ill-equipped to perform a particular service simply because a rigid method of compensation encourages the company to do so.

Evaluation of agency services—Interviews as well as questionnaire responses indicated that the advertising industry has not established well-defined criteria for the evaluation of agency services. This is true of advertising agencies as well as advertising managers. Data from this study indicate that the development of standard operating procedures and objective measures for evaluation of agency service should be one of the industry's immediate goals. Successful effort in this direction would lead to a better definition of the agency's function, aid in reducing the working-relationship problems of the industry, and decrease the all too frequent switching of agencies by advertisers.

Present-day evaluation—Within the framework of today's largely subjective methods of evaluation, data from this survey suggest that agency service in the eyes of advertisers is adequate. It is adequate in terms of the number and quality of personnel. It is adequate in terms of the variety of services offered. Agencies are by and large doing their most effective job in performing the services for which they were primarily organized—the creation and placement of advertisements. To meet the needs of advertisers they have added collateral services and general business counsel. In these areas they are apparently less successful. Indeed, at times they endanger their reputation for performing basic services in an excellent manner by doing inferior work in the nonbasic service area. First and foremost, an advertising agency should be an *advertising* agency. To accomplish this it should place major emphasis on:

1. Developing adequate knowledge of its clients' products.

2. Developing over-all creative ability in the execution of advertising campaigns.

3. Developing technical skills in producing the specific advertisements for these campaigns.

4. Developing an organization that can smoothly execute this program with a minimum of lost time and a minimum of personal conflicts.

ADVERTISER-AGENCY WORKING RELATIONSHIPS

Perhaps no advertiser and agency have attained the perfect state in their relations but certainly many have closely approached it. This latter fact should be borne in mind as the following paragraphs are read, for it would be unfortunate if they gave the impression that relationships generally are unsatisfactory in the industry.

When problems of working relationships are present, important causes are found in both the client and agency organizations.

The elimination of weak spots from partnership arrangement can sometimes be accomplished better through joint action than through individual effort. This suggests the desirability of having a written statement of working relationships covering: the broad responsibilities of the client and of the agency, the specific categories of service to be rendered by the agency, the contribution to be made by the client in the form of such information as objectives and sales plans, the points of contact in each organization and the channels of communication between them, the requirements for client approval of work in progress and of finished advertisements and programs, compensation arrangements for each type of service and similar important matters of mutual concern. Few such written statements are in use today.

On the client side, the responsibility for maintaining satisfactory working relationships with the agency falls mainly on the shoulders of top management. Top management not only plays a fairly active role in many relationships, but also it selects the personnel for important executive positions, defines their authority, and is ultimately charged with directing and checking their activities.

Top management, itself or through others, should appraise carefully the opportunity for using advertising to improve the company's profit position.

Top management should also make it a point to understand what service it can reasonably expect from its agency. The survey revealed a surprising lack of understanding of the agency function on the part of some top executives. The agency itself

WHAT MEDIA BELIEVE WOULD HAPPEN TO VOLUME OF ADVERTISING UNDER DIRECT COMPENSATION

Question: If the 15% agency commission were to be discontinued by all media including your own, and agencies were to be compensated directly by advertisers, what effect do you feel this change would have on the volume of advertising carried by you?

	All Media %	General Magazine %	Newspaper %	Radio %	Tv %	Business and Farm %
Increase	22.5	32.4	28.5	17.5	11.4	19.2
No Effect	31.9	32.4	25.2	31.8	47.7	50.0
Decrease	32.8	29.4	30.9	35.9	36.4	26.9
No Opinion	12.8	5.8	15.4	14.8	4.5	3.9
Total	100.0	100.0	100.0	100.0	100.0	100.0
Effective Sample	596	34	243	223	44	52

Source: Frey survey of media.

can help in this respect. The advertising manager, too, has a stake in this sort of education. Perhaps agency trade associations could well use their talents in promoting a better understanding among businessmen of what agencies do and how they operate.

It is unfortunate when management's ignorance or distrust of agency operations leads it to hold back company information prerequisite to sound advertising recommendations, for this can do great damage to company-agency relations. The agency may find it necessary to draw up its plans for the client somewhat in the dark and cannot help but feel a strong sense of frustration in such circumstances. An agency that cannot be trusted to team with the company's marketing and advertising departments, and to have access to information required for its best efforts, should not be retained in the first place. An agency that senses this situation in considering the possible acquisition of an account may do well to desist from negotiations. A satisfactory working relationship calls above all for mutual trust.

Top management should see to it not only that its agency is fully competent to provide desired advertising service but also that the company itself is staffed to an equally strong degree. This calls for a willingness to place responsibility for direction of the company's advertising operation in the hands of a fully qualified individual, and for granting that individual the authority necessary to give him "stature" in the eyes of both the company and the agency organizations. Areas of top management and advertising management responsibility would be clearly delineated and respected in actual practice. Top management can, as the survey showed, serve a highly useful role in agency relations, but it must be careful not to make judgments for which it is not qualified and to interfere unduly with the efforts of the advertising manager.

A competent advertising manager is not only the solution to one problem but also is a means of attacking others. He can make sure that the company adopts advertising objectives that dovetail with marketing and company objectives. He can acquaint himself fully with the company's marketing plans and then enlighten the agency about them in plenty of time to permit the agency to work out a suitable advertising program. He can provide advertisers the leadership essential to maximum benefit from the agency service.

On the agency side, the thinking and action necessary to maintain or improve working relationships is similar to that required of the client. The nature of the agency organization structure should be dictated by the service requirements of the client. A different organization approach may even be desirable for different clients because of differences in their service demands. Clients must be satisfied that they are getting their share of top-management attention—accomplished in some instances, as the survey has indicated, by means of plans boards, by regular but not necessarily frequent conferences between client and agency management, and by giving the account executive top management status in the organization.

Just as the client advertising manager should have his standards for judging agency performance, so should the agency have its own, for internal creative purposes. Unless it has some means of "quality control," it cannot be sure of maintaining satisfactory service to clients, let alone improving it.

Agency personnel must respect the demands of the client when they are clearly expressed in line with agreed-upon objectives. The tendency of some creative persons to go their own way and to be impatient with the management type of individual typically and logically found in advertising managerships should be curbed. Particularly has there seemed to be an excess of agency unwillingness to explain the why of its recommendations to client personnel, and to describe alternative suggestions which were discarded. On the other hand, advertising managers must bear their share of guilt for failure to understand the nature of the creative element in the agency operation and for pushing for service beyond reasonable bounds.

A final cause of client-agency friction in numerous situations is the media-commission method of compensation. Many advertising managers and media executives and a fair proportion of agency principals find the method inadequate in some respect. It is frequently a source of suspicion and lack of confidence. To some executives it is quite illogical.

AGENCY COMPENSATION

This report cannot provide a universal answer covering all compensation situations. The best arrangement in one set of circumstances may be a poor one in another. The authors do, however, deplore the attitude of those individuals who refuse even to recognize and explore the problem when it exists and to attempt to arrive at a compensation basis that results in (a) an equitable outlay by the advertiser, (b) a fair reward for the agency, and (c) a reasonable return for media.

Nature of the compensation problem—A majority of advertisers, agencies and media are undoubtedly content with the media-commission method of agency compensation, even though some of them are unhappy about the figure of 15%. But there are many in each group who are definitely not content. A certain additional number either do not relish what appears to them to be an inevitable period of difficulty in adjusting to a different method, or see equal possibility of dissatisfaction with alternative methods, or for some reason are afraid to speak their minds openly.

The advertiser may find it difficult to accept a system whereby an agency may either receive the same amount of compensation from two clients to whom it is rendering quite different amounts of service, or receive quite different amounts of compensation from two clients to whom it is rendering the same amount of service. He may not be satisfied with the argument that "It averages out"—that while he may be paying too much for one type of service, the agency is receiving too little from him for another; or that while he is paying too much in total to the agency today, the time may come when he will be paying too little. He at least thinks he has the right to discuss compensation with his agency and to have some voice in this matter of price determination.

The dissatisfied *agency executive*—dissatisfied with the *method*, that is, and not the *amount* of the compensation—may be unhappy about working in the climate produced by the method. Raising the amount of the commission will not make him entirely happy. *Media executives* who dislike the method are most likely to be suffering from competition with other media whose preference and selection by agencies is supposedly due to the higher price per unit of space or time.

All the arguments for and against the

NEW YORK'S $1.49 BILLION IN AGENCY RECEIPTS IS CLOSE TO TOTAL OF OTHER STATES COMBINED

State	Number of Establishments	Percent of Establishments	Receipts	Percent of Total Receipts
New York	1,058	20.9	$1,493,738,000	46.8
California	653	12.9	203,185,000	6.4
Illinois	508	10.0	507,029,000	15.9
Pennsylvania	305	6.0	135,161,000	4.2
Ohio	276	5.4	118,920,000	3.7
Texas	225	4.4	43,692,000	1.4
Michigan	189	3.7	212,146,000	6.6
Massachusetts	168	3.3	52,634,000	1.6
Missouri	159	3.1	87,089,000	2.7
Minnesota	86	1.8	47,990,000	1.5
All Others	1,436	28.5	289,140,000	9.2
Total	5,063	100.0	$3,190,724,000	100.0

Source: U. S. Census of Business, 1954.

media-commission method are obviously not equally strong and valid. But some of the arguments in favor of this method seem to contain a sufficient degree of fallacy or lack of logic to warrant brief discussion. The injury they may do lies not so much in preserving the status quo as in preventing free and open discussion of its merits. The media-commission method may be the most desirable method. But if so, it should be susceptible to defense on logical grounds.

PRO AND CON ON 15%

Common fallacies about agency compensation—following is a listing of certain of the arguments frequently advanced in favor of the media-commission method (and presumably against alternative methods) and a commentary on each:

1. The commission method provides incentive. The agency tries harder to produce effective advertising in order to increase client sales, which in turn will mean more advertising and thus more dollars for the agency.

Comment: Is it necessarily true that another method of compensation would offer less incentive than the commission method? Other creative people seem to lack no incentive to put forth their best efforts because they are not compensated by a commission. Product and package designers, for example, do not seem to lack stimulation to perform creditably.

1. The 15% media commission provides a cushion for experimentation.

Comment: This argument loses its strength as soon as the ordinary costs of handling an account approach the 15% limit. When an agency is handling an account at a loss or when it has to ask for extra compensation in the form of some sort of fee, the cushion has disappeared. Does experimentation cease at this point?

Equally important is the question of whether experimentation and innovation should be supported by this sort of arrangement. This argument parallels the one that justifies the media commission because it "hides some of the cost of advertising" from the client. Is it wholesome—does it speak well for advertising—if funds have to be obtained in this manner? Wouldn't advertisers be willing to support this experimentation in their own best interests?

3. Much of the service of an agency is intangible and the need for much of it may not be foreseeable.

Comment: It is not clear why this argument is valid unless it implies the existence of the cushion just mentioned which supposedly protects the agency against loss. There is no reason why another method of compensation cannot give equal, if not greater, protection.

4. Creativity thrives better in the climate created by the media-commission method. Furthermore it is impossible to put a value on creativity.

Comment: Creativity is surely something more than thinking up well-known advertising phrases. Charles L. Whittier has defined it in this way: "Creativity in advertising is the power to persuade people through the use of honest, ethical, rational and informative stimuli, to take some action that will benefit both a buyer and a seller. And to persuade in such a manner that the persuasive instrument—the advertisement—will promote increased belief in and respect for advertising, for the people who prepare advertising, and for the companies that sponsor it."

Unquestionably much advertising is creative in the sense of this definition. But, equally, much of it is not.

It is interesting to note, too, that creativity is not the exclusive property of the large agencies. One advertising director has said, "Only by superior creativity can you equalize the competitive advertising dollar advantages enjoyed by bigger competitors."

As to the impossibility of placing a value on creativity, a value *is* placed on it under the commission method. The value is 15% of the cost of time and space. Is this necessarily a truer value than could be arrived at by some other method?

Finally, the question is pertinent as to whether, if all advertisements and campaigns do not reflect the same degree of creativity, equal compensation is justified, assuming the use of equal amounts of space and time?

5. Any other method of compensation would lead to price cutting by agencies and a search for the lowest-priced service by clients. The stability of the 15% would be lost. Agencies, in the worst view, would have to go out of business and if they did not, they would become house agencies.

Comment: This argument seems to reflect a lack of faith of agencies in their own ability or lack of good business judgment on the part of advertisers. It also assumes that price competition is bad. Many of the nation's greatest gains in productivity have been made by institutions that emphasize good quality at a low price.

6. The commission method is right because agency profits are low and reasonable.

Comment: Agency profits could be low and reasonable under another method of compensation. And the argument does not consider the profit or loss on individual accounts. Perhaps some accounts should pay less compensation and others more.

7. Agencies should be rewarded in proportion to the use made of their ideas, and the amount of space and time bought for clients is a measure of this use.

Comment: This argument would be stronger if agencies were actually rewarded in this manner. But if reward means profit, agencies often receive no reward for widespread use of their ideas and large reward for narrow use. "I feel that to pay an agency 15% of the cost of space it uses is as foolish as to pay a salesman 15% of his travel and other expenses instead of a percentage of the sales he brings in."

8. The media commission method is traditional. It was developed through experience and it works.

Comment: The method was developed under conditions that are different from today's conditions, and under group pressures that no longer exist, because of the consent decrees. Other methods "work" too.

9. Any other method would involve continual bickering and haggling and consume valuable executive time.

Comment: The validity of this argument hinges upon the nature of the other method. Apparently continual bickering is not inherent in other methods. And any extra time involved may be well worth the cost. Out of the negotiations might come a more precise definition of what services are required by the client and what is a reasonble compensation for them.

10. *The commission method is in line with professional practice.*

Comment: This argument is weak in that (a) it assumes advertising is a profession and that (b) practitioners in professional fields are compensated by a standard method, presumably a commission method.

By any commonly accepted definition, it is difficult to see how advertising agencies can be called professional. Implied strongly in [quoted definitions of "profession"] is characteristic of professions that members do not solicit new business aggressively. By standards [quoted in the report] advertising agencies are clearly not professional organizations, and advertising is not a profession. But this is by no means an undesirable or lamentable state of affairs.

It is a worthy endeavor to attempt to introduce more professionalism into advertising. But more important perhaps is to attempt continuously to make the advertising business more business-like.

As for the commission method being "professional," facts do not support this view. Architects, for example, may be compensated by a percentage of cost, a fixed fee, a lump sum, or a per-diem rate. The compensation tends to vary with the complexity and difficulties of the project.

11. *The media-commission system permits objectivity of agency viewpoint whereas the fee method places the agency on a hired-employe basis with an inevitable loss of objectivity.*

Comment: The point of this argument is not clear and therefore is difficult to meet. Instances of lack of agency objectivity certainly are not unknown under the media-commission system. And the experiences of agencies operating under a fee system do not indicate that the agencies necessarily lack objectivity in their recommendations.

THERE'S MORE TO 15%

The foregoing comments by no means prove (nor are they intended to do so) that the media-commission method of compensation is inferior to other methods. Certain arguments advanced in favor of the fee method—establishing compensation in proportion to the result achieved, makes for better morale and attracts better talent, leads

to unbiased counsel from the agency, is professional, and so on—also have their fallacious or weak elements.

There obviously must be more than a little merit to a method of agency compensation that is considered satisfactory by so many advertising practitioners. Undoubtedly, the major explanation for the success of the media-commission method is that it is a "convenient" method of pricing. Such uniform pricing is not uncommon in industry. It occurs when there are opportunities to collectively maintain them, as was the case prior to the consent decrees. It also occurs when there are not large variations in costs. The latter point is especially significant in appraising the media-commission method. Recent increased interest in evaluation of this system by tv advertisers is a reflection that the costs involved in using this new medium vary so markedly that the system is less successful and effective in this area.

Whether the media-commission method is the most desirable should be a decision made by each agency and each client on its own. What is deplorable is the attitude in certain quarters that to question the media-commission method and to consider the possible advantages of a different method are unpardonable breaches of faith.

Media as the source of agency compensation—Advertising managers not infrequently complained, in the survey, because media are the source of the 15% commission. They were as much concerned with this fact as with the number of dollars involved.

These individuals realize that media benefit from the activities of agencies. They realize that if agencies did not exist, media costs would be higher and media revenues would perhaps be lower. They concede that media should logically be expected to pay agencies an amount at least equal to the cost savings accruing from the agencies' activities, but they cannot understand why media should also in effect pay for agency services rendered to advertisers even though media admittedly are also benefited indirectly by these services. They believe that agencies serve both media and advertisers (but advertisers primarily) and that compensation should be received from each group accordingly.

The critics emphasize that if a change were to be made whereby media paid for services rendered directly to them by agencies, and advertisers paid for the agency services rendered to them, media would not suffer. Agencies would still be as eager to increase their billings, and thus would continue to provide the same amount of revenue to media.

Rebating—Rebating of media commission is far from being an unknown practice now, and media seem to have little or no active interest in interfering with it. There is no reason why, ethically or logically, an agency should refrain from passing on part of its commissions to its clients if it so desires. It seems no more unreasonable or unethical to do this than to make concessions in connection with service charges and fees or to give additional service at no cost to the client.

The important thing is that the agency receive what it considers adequate compensation for its services to each client and that each client pay what he considers a fair price for the services rendered by the agencies. It is not uncommon for client and agencies to agree on *additional* compensation for the agency's services when the media commissions fall short of rewarding the agency adequately. Why should the reverse action be condemned?

Accounting for skill and time—For most agencies, the advantages of trying to keep track of the value of the service rendered to each client seem so clear that one finds it hard to understand why such accounting practice is not universal. While the cost involved in computing the value of service may *seem* prohibitive, in actual fact it is not large relative to the potential benefits.

A plan of hourly billing rates can be

AGENCY COSTS AND PROFITS

General averages for 211 agencies of all sizes in 1955.

	Percent of Gross Income (i.e. Agency Commissions and Charges
Payroll	64.64
Rent, Maintenance and Repairs	4.75
Travel	2.58
Entertainment	1.91
Payments into Pension or Profit Sharing Plans	1.62
Supplies, Stationery and Petty Equipment	1.80
Telephone and Telegraph	1.66
Taxes other than U. S. Income	1.53
Memberships, Dues and Subscriptions	1.35
Depreciation	1.26
Unbillable Client Expense	1.15
Agency's Own Advertising	.84
Doubtful Account Expense	.46
Insurance—Employe Benefit	.40
C.P.A. Fees	.40
Postage and Express	.52
Insurance—Operating	.32
Light	.29
Legal Fees	.24
Donations	.24
Interest, Bank Discount and Exchange	.12
All Other Expense	1.93
Total Expense	90.01
Profit Before U. S. Income Taxes	9.99
U. S. Income Taxes	3.08
Net Profit After Taxes	6.91

Source: American Assn. of Advertising Agencies.

INCOME FROM COMMISSIONS

Percentage of gross income derived from commissions on space and time (all agencies and those over $10 million in billing).

Question: Approximately what percentage of your agency's gross income is derived from commissions on space and time?

	All Agencies %	Over $10,000,000 %
0- 10%	1.8	—
11- 20%	1.6	—
21- 30%	2.4	—
31- 40%	4.1	1.1
41- 50%	6.9	1.1
51- 60%	13.6	2.8
61- 70%	13.8	8.3
71- 80%	14.4	33.3
81- 90%	12.0	36.1
91-100%	8.1	2.8
No Answer	21.3	16.7
Total	100.0	100.0
Effective Sample	508	36

introduced and maintained without undue management and morale difficulties, according to agencies that have done so.

When first introduced into an agency's operations and continuously thereafter, the hourly rate plan can serve as a good check on the profitability of each account, as activity on the account produces revenue from media commissions and service fees and charges. The agency is afforded the opportunity to judge whether any account is receiving more service than it should be, or is entitled to more service than it is receiving. It can judge the validity of client claims that service is inadequate or that the cost of the service is too high. Adjustments in service or in compensation can be arranged with the client (or denied) on the basis of known costs instead of guesswork.

After experience in operating the hourly rate plan in conjuction with its existing methods of compensation, an agency could conceivably find it desirable and feasible to shift to a fee basis of compensation and become entirely independent of the media-commission system. Such an arrangement would involve: (1) drawing up of plans by the agency for a year in advance or for some shorter period; (2) estimating the amount of service required in terms of personnel to execute the plan; (3) arriving at an approximate total cost of executing the plan, by multiplying the man-hours for each type and grade of work by the established hourly rate for each; (4) quoting to the client the total cost thus derived, for his approval as a tentative budget estimate, and (5) assuming such approval, billing the client for actual man-hours at the established rates throughout the period of the plan. Any media commissions obtained by the agency would be credited to the client's account. There would no longer be need for service charges and fees.

Summary—In summary, there seems to be no sound reason why agency compensation should be taboo as a matter of individual negotiation in each client-agency relationship. On the contrary, there seems to be sound reasons why there should be such individual negotiations. The range of service rendered by any one agency to its clients and by different agencies to their clients is so great, and attendant circumstances so different, that a universal, standard compensation method is difficult to accept.

Any change in compensation arrangements between client and agency should be introduced only after recognition of and careful examination of all the factors involved. Change should not be sought and effected simply for the sake of change.

An agency interested in exploring the possible advantages of a basically different method of compensation than it is currently using may be able to test its ideas with one or two clients who are equally in the mood to experiment with alternative methods. A major change in method may take considerable time to put on a practical working basis.

Again, under existing industry conditions, no universally acceptable uniform agency compensation plan is possible. On each client and agency rests the responsibility of working out the arrangement best suited to the particular situation. Only one thing seems certain—compensation arrangements of the future will be much more realistic than they have been in the past.

PLAYBACK

QUOTES WORTH REPEATING

GIRDING FOR BATTLE

Nelson Carter, vice president of Foote, Cone & Belding and vice president of the Advertising Assn. of the West, speaking before the Hollywood Ad Club Feb. 3, pointed up the problems advertising is facing and offered some solutions. Mr. Carter is responsible for this year's Advertising Week promotion. Excerpts from his remarks follow:

. . . Your business and mine is under attack . . . and the variety and viciousness of these attacks, together with their ready acceptance, must . . . concern us deeply.

The attacks come from many quarters. A man named Vance Packard writes a book . . . a sensational expose that was full of errors, half-truths and wild exaggerations, but it . . . became a best seller.

You know about the growing tide of bills to tax advertising.

Then, too, the classic stereotypes of the "ad man" continue . . . they take the usual forms: the vacuous simpleton with the breezy chatter, epitomized by the Gordon Hathaway character on Steve Allen's program; the grey-flanneled personality with the deep urge to find his soul and escape from the sordid surroundings of advertising; the movie huckster . . . entangled with blonde models, and the fast-talking slicker . . . with the moral standards of a Mississippi river-boat card shark.

You have heard about product images. These are the product images of our business. I think you will agree they aren't very savory ones.

How are we going to meet these threats?

First, let us make sure we do everything in our power to make our product right . . . advertising that is boring can be just as much of a threat as advertising that is dishonest or in bad taste.

As individuals and as members of Ad Clubs, we cannot tolerate the crooks and sharpsters whose tactics give advertising a bad name.

We must protest against the public image various media have given us.

[Most important] there still remains the job of making ourselves appear to be right to the public; too many people have all too little knowledge about advertising or why it is an essential part of our system operating to their benefit. This misunderstanding is the soft-belly of advertising. We must aggressively tackle this problem of public ignorance. I would like to ask you to think about it and consider what you personally can do. Remember, it's your future, too.

That leads right into the week we are celebrating now across the country—Advertising Week.

THE END IN VIEW

Appraisals of advertising effectiveness are too often "defensive or competitive," Curtis Berrien, senior vice president and creative director at Reach, McClinton, New York, believes.

Mr. Berrien's comments, contained in Reading Matter, *the agency's house organ circulated to agency personnel and clients, suggested effectiveness be tested with those to whom the advertising is directed. His statement in part:*

In the process of working out media plans and meeting closing dates, it's possible to lose sight of the marketing problems which the advertising is supposed to meet. We who write the copy, design the layout, produce the commercials or order the engravings may get so absorbed with the separate elements of the process that we "can't see the woods for the trees."

To be sure, we do pay some attention to the ordinary introverted measurements of advertising effectiveness—such as Starch reports on readership, Schwerin studies of tv commercials, program ratings and such. But too often these yardsticks are used to help us defend the work we have done—to justify the tack we have taken in administering our clients' advertising dollars—to show cause why our agency should continue to handle a given piece of advertising business.

It seems to me this defensive—or competitive—approach to the appraisal of our service fails to do justice to the basic functions of advertising. It also fails, therefore, to do justice to the people in advertising who practice their profession skillfully and conscientiously.

Perhaps if we settle for the fact that each piece of advertising we manufacture is a means to an end, rather than an end in itself, then we may pay more attention to the more significant gauges of quality of work we do.

TV SALES RISE, NEAR $1 BILLION IN 1957, TVB's CASH ANNOUNCES

- **Spot tv $448.7 million, up 12.9%; network, $516.2 million**
- **Quarterly spot high hit in last three months, $119.8 million**

TvB trotted out a whole stable of statistics last week to show that while selling may be harder, television's still on the rise.

The bureau released 1957 spot television spending figures and added to them the comparable figures for network sales to show that these two categories last year grossed $964,936,000 as compared to $885,774,000 in 1956.

President Norman E. Cash also reported on results of spot checks on January business in seven markets, all of which showed gains in total dollar expenditures compared to January 1956, and he predicted February will be even better—"one helluva month."

He said spot television spending reached the highest quarterly figure in history during the last three months of 1957—a total of $119,835,000. This figure reflects reports from 322 stations and represents a 11.1% gain over the $107,842,000 reported by 318 stations in the final quarter of 1956.

An analysis of 279 stations who reported in both quarters, he said, showed their 1957 fourth quarter was up 12.2%.

Spot television reached a total of $448,734,000 during the full year of 1957, a more than $51 million or 12.9% gain over the 1956 total of $397,606,000, according to the TvB figures. Network television spending came to $516,202,000 in 1957 as against $488,168,000 in 1956. All figures are gross time costs.

Procter & Gamble, No. 1 tv spender in both years, boosted its spot television outlay from $17,522,500 in 1956 to $25,916,800 in 1957 while raising its network tv appropriation from $43,457,300 to $47,046,000.

In addition to showing the spot and network top tens for the year, TvB also issued tables comparing 1957 and 1956 spot spending by product categories; showing 1957 spot expenditures by time of day and type of spot activity; giving fourth-quarter spending of the top 100 spot users, and showing fourth-quarter totals by product category.

Other material released by TvB traced the growth of television in terms of stations, coverage, time spent viewing, ratings and homes reached, homes delivered by average network programs, number of homes viewing and television investments as a per cent of total advertising investments (12.6% in 1957 vs. 1.1% in 1949).

Mr. Cash acknowledged that in tv as in other business, sales right now "are hard to come by." But he maintained that there is no lack of interest among advertisers and that investments are still going up. He also acknowledged that some—but not all—of the 12% boost in spot spending last year might be attributed to rate increases, which he estimated at 5-10%, and that the same would be true in network sales, which were up about 6% while network rates went up, Mr. Cash estimated, by about 3%.

The seven markets he said he spot-checked to get a line on January business were Minneapolis, where he said total tv sales were up 10% over January 1956; Memphis, up 3%; Milwaukee up slightly; Cincinnati, up 12%; Columbus, Ohio, up slightly; Wilkes-Barre and Scranton, up considerably, and Los Angeles, a "definite increase."

EXPENDITURES OF SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION FOR 1957 & 1956

	1957	1956
Agriculture	$ 1,333,000	$ 1,225,000
Ale, Beer & Wine	38,483,000	34,345,000
Amusements, Entertainment	660,000	560,000
Automotive	9,745,000	12,912,000
Building material, equipment, fixtures, paints	2,857,000	3,422,000
Clothing, furnishings, accessories	11,295,000	8,688,000
Confections & soft drinks	26,668,000	21,576,000
Consumer services	12,640,000	12,545,000
Cosmetics & toiletries	48,500,000	34,240,000
Dental products	7,446,000	13,202,000
Drug products	38,195,000	32,026,000
*Food & grocery products	119,683,000	107,615,000
Garden, supplies & equipment	606,000	413,000
Gasoline & lubricants	22,259,000	16,030,000
Hotels, resorts, restaurants	357,000	290,000
Household cleaners, cleansers, polishes, waxes	9,376,000	6,863,000
Household equipment-appliances	5,610,000	7,735,000
Household furnishings	3,865,000	3,805,000
Household laundry products	22,347,000	16,286,000
Household paper products	4,968,000	5,329,000
Household, general	2,793,000	3,075,000
Notions	461,000	456,000
Pet products	4,744,000	4,658,000
Publications	1,148,000	1,366,000
Sporting goods, bicycles, toys	1,915,000	1,440,000
Stationery, office equipment	378,000	239,000
Television, radio, phonograph, musical instruments	1,482,000	2,360,000
Tobacco products & supplies	33,387,000	30,390,000
Transportation & travel	2,890,000	2,866,000
Watches, jewelry, cameras	6,334,000	7,066,000
Miscellaneous	6,301,000	4,583,000
Total	$448,734,000	$397,606,000

* 1957 includes frozen foods in appropriate subclassifications. Supersedes earlier practice of grouping all frozen food in one category.

TOP 100 IN TV SPOT 4th QUARTER 1957

1.	PROCTER & GAMBLE	$7,857,400
2.	BROWN & WILLIAMSON	3,051,200
3.	GENERAL FOODS	2,387,900
4.	COLGATE-PALMOLIVE	2,287,200
5.	CONTINENTAL BAKING	2,233,200
6.	LEVER BROS.	2,140,600
7.	STERLING DRUG	2,010,100
8.	WARNER-LAMBERT	1,945,400
9.	ADELL CHEMICAL	1,692,200
10.	MILES LABORATORIES	1,680,300
11.	HALL, ROBERT, CLOTHES	1,608,000
12.	REYNOLDS, R. J.	1,390,800
13.	AMERICAN HOME PRODS.	1,372,400
14.	NATIONAL BISCUIT	1,343,300
15.	COCA-COLA (BOTTLERS)	1,283,700
16.	CARTER PRODUCTS	1,093,000
17.	BULOVA WATCH	1,046,700
18.	FORD MOTOR	973,400
19.	SHELL OIL	953,200
20.	AMERICAN CHICLE	951,300
21.	INTERNATIONAL LATEX	937,600
22.	AVON PRODUCTS	937,200
23.	GILLETTE CO.	909,900
24.	ANTELL, CHARLES	899,200
25.	AMERICAN TOBACCO	880,400
26.	GENERAL MOTORS	820,200
27.	ESSO STANDARD OIL	774,200
28.	LIGGETT & MYERS	741,400
29.	NATIONAL DAIRY PRODS.	697,800
30.	ANHEUSER-BUSCH	695,700
31.	TEA COUNCIL OF U.S.A.	693,700
32.	WRIGLEY, WILLIAM, JR.	640,100
33.	INTERSTATE BAKERIES	624,500
34.	EXQUISITE FORM BRAS.	602,900
35.	BORDEN CO.	590,300
36.	FOOD MFGRS.	574,600
37.	PEPSI COLA (BOTTLERS)	564,600
38.	FOLGER, J. A.	553,600
39.	NESTLE CO.	545,200
40.	U. S. BORAX & CHEM	543,100
41.	WARD BAKING	541,600
42.	HARRISON LABS.	536,600
43.	MILNER PRODUCTS	533,200
44.	MORRIS, PHILIP	530,500
45.	BLOCK DRUG	519,700
46.	ATLANTIS SALES	513,200
47.	MARATHON CORP.	509,300
48.	SCHLITZ, JOS. E.	500,400
49.	PETER PAUL	482,400
50.	PIEL BROS.	477,300
51.	FALSTAFF BREWING	472,000
52.	GROVE LABORATORIES	451,500

53. HEINZ, H. J.	437,300	
54. BALLANTINE, P.	420,900	
55. STANDARD OIL CO. OF IND.	413,000	
56. STANDARD BRANDS	400,400	
57. BRISTOL-MYERS	392,600	
58. NORWICH PHARMACAL	389,400	
59. WESSON OIL & SNOWD'FT.	385,000	
60. BEECH-NUT LIFE SAVERS	383,900	
61. CORN PRODUCTS REFINING	383,000	
62. VICK CHEMICAL	382,400	
63. BEST FOODS	379,800	
64. PARKER PEN	376,600	
65. JERGENS, ANDREW	372,000	
66. PLOUGH, INC.	367,000	
67. GENERAL CIGAR	364,300	
68. ALBERTO-CULVER	360,900	
69. PHILLIPS PETROLEUM	357,100	
70. REILY, WM., B.	354,900	
71. LORILLARD, P.	349,200	
72. WANDER CO.	347,600	
73. FACTOR, MAX	347,300	
74. TEXIZE CHEMICAL	343,700	
75. BOND STORES	341,400	
76. HAMM, THEO., BREWING	340,000	
77. MAYBELLINE CO.	336,900	
78. HILLS BROS. COFFEE	330,100	
79. M. J. B. CO.	328,400	
80. SCRIPTO	324,300	
81. PACIFIC TEL. & TEL.	323,700	
82. CARLING BREWING	320,300	
83. RITCHIE, HAROLD F.	320,100	
84. BURGERMEISTER BREW	319,200	
85. QUAKER OATS	318,800	
86. GREAT A & P TEA	314,800	
87. BYMART-TINTAIR	306,000	
88. TEXAS CO.	300,000	
89. SAFEWAY STORES	293,200	
90. LIONEL CORP.	281,800	
91. CHESEBROUGH-PONDS	280,300	
92. UNITED VINTNERS	279,100	
93. GENERAL MILLS	276,800	
94. NEHI CORP. (BOTTLERS)	265,900	
95. MONARCH WINE	264,100	
96. GOLD SEAL	261,800	
97. AMERICAN SUGAR REFIN.	258,600	
98. DRUG RESEARCH	256,600	
99. KROGER CO.	255,900	
100. BON AMI CO.	251,100	

TOPS IN TV SPOT LAST YEAR

Rank Order	Total Spot Spending, 1957
1. Procter & Gamble	$25,916,800
2. Brown & Williamson	12,988,900
3. Continental Baking	10,190,100
4. Sterling Drug	8,635,900
5. General Foods	8,447,900
6. Colgate-Palmolive	7,739,100
7. Lever Brothers	7,643,000
8. Carter Products	6,995,300
9. Miles Labs	6,392,600
10. National Biscuit	5,822,300

SPOT TV SPENDING BY TIME AND TYPE

Money broken down by the types of spots used and parts of the day in which spots appeared during 1957.

DAY	$145,038,000	32.3%
NIGHT	259,320,000	57.8
LATE NIGHT	44,376,000	9.9
	$448,734,000	100.0%
ANNOUNCEMENTS	$199,879,000	44.5%
ID'S	48,856,000	10.9
PARTICIPATIONS	112,549,000	25.1
PROGRAMS	87,450,000	19.5
	$448,734,000	100.0%

PRODUCTS: HOW THEY SPLIT FOURTH QUARTER SPOT TV

AGRICULTURE	**$ 320,000**
Feeds, Meals	176,000
Miscellaneous	144,000
ALE, BEER & WINE	**9,672,000**
Beer & Ale	8,625,000
Wine	1,047,000
AMUSEMENTS, ENTERTAINMENT	**74,000**
AUTOMOTIVE	**3,025,000**
Anti-Freeze	110,000
Batteries	17,000
Cars	2,119,000
Tires & Tubes	216,000
Trucks & Trailers	197,000
Miscellaneous Accessories & Supplies	366,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	**580,000**
Fixtures, Plumbing, Supplies	98,000
Materials	186,000
Paints	150,000
Power Tools	46,000
Miscellaneous	100,000
CLOTHING, FURNISHINGS ACCESSORIES	**3,670,000**
Clothing	3,451,000
Footwear	135,000
Hosiery	37,000
Miscellaneous	47,000
CONFECTIONS & SOFT DRINKS	**6,385,000**
Confections	3,078,000
Soft Drinks	3,307,000
CONSUMER SERVICES	**3,233,000**
Dry Cleaning & Laundries	19,000
Financial	447,000
Insurance	563,000
Medical & Dental	47,000
Moving, Hauling, Storage	104,000
Public Utilities	1,586,000
Religious, Political, Unions	290,000
Schools & Colleges	53,000
Miscellaneous Services	124,000
COSMETICS & TOILETRIES	**11,829,000**
Cosmetics	2,734,000
Deodorants	948,000
Depilatories	46,000
Hair Tonics & Shampoos	2,186,000
Hand & Face Creams, Lotions	437,000
Home Permanents & Coloring	1,692,000
Perfumes, Toilet Waters, etc.	435,000
Razor, Blades	231,000
Shaving Creams, Lotions, etc.	601,000
Toilet Soaps	2,146,000
Miscellaneous	373,000
DENTAL PRODUCTS	**2,291,000**
Dentrifices	1,939,000
Mouthwashes	67,000
Miscellaneous	285,000
DRUG PRODUCTS	**11,224,000**
Cold Remedies	3,040,000
Headache Remedies	2,172,000
Indigestion Remedies	2,528,000
Laxatives	1,075,000
Vitamins	392,000
Weight Aids	168,000
Miscellaneous Drug Products	1,659,000
Drug Stores	190,000
***FOOD & GROCERY PRODUCTS**	**32,814,000**
Baked Goods	7,170,000
Cereals	2,370,000
Coffee, Tea & Food Drinks	7,888,000
Condiments, Sauces, Appetizers	1,823,000
Dairy Products	1,731,000
Desserts	611,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,790,000
Fruits & Vegetables, Juices	1,122,000
Macaroni, Noodles, Chili, etc.	500,000
Margarine, Shortenings	2,115,000
Meat, Poultry & Fish	1,390,000
Soups	98,000
Miscellaneous Foods	1,924,000
Miscellaneous Frozen Foods	255,000
Food Stores	2,027,000

*Starting with the 1st Quarter 1957—includes frozen foods in appropriate sub-classifications. Supersedes earlier practice of grouping all frozen foods in a separate category.

GARDEN SUPPLIES & EQUIPMENT	**66,000**
GASOLINE & LUBRICANTS	**5,354,000**
Gasoline & Oil	5,149,000
Oil Additives	159,000
Miscellaneous	46,000
HOTELS, RESORTS, RESTAURANTS	**73,000**
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	**2,418,000**
Cleaners, Cleansers	1,538,000
Floor & Furniture Polishes, Waxes	156,000
Glass Cleaners	187,000
Home Dry Cleaners	428,000
Shoe Polish	5,000
Miscellaneous Cleaners	104,000
HOUSEHOLD EQUIPMENT—APPLIANCES	**1,343,000**
HOUSEHOLD FURNISHINGS	**609,000**
Beds, Mattresses, Springs	454,000
Furniture & Other Furnishings	155,000
HOUSEHOLD LAUNDRY PRODUCTS	**7,686,000**
Bleaches, Starches	995,000
Packaged Soaps, Detergents	6,346,000
Miscellaneous	345,000
HOUSEHOLD PAPER PRODUCTS	**795,000**
Cleansing Tissues	299,000
Food Wraps	89,000
Napkins	54,000
Toilet Tissue	46,000
Miscellaneous	307,000
HOUSEHOLD, GENERAL	**803,000**
Brooms, Brushes, Mops, etc.	110,000
China, Glassware, Crockery, Containers	85,000
Disinfectants, Deodorizers	249,000
Fuels (heating, etc.)	162,000
Insecticides, Rodenticides	60,000
Kitchen Utensils	45,000
Miscellaneous	92,000
NOTIONS	**261,000**
PET PRODUCTS	**847,000**
PUBLICATIONS	**192,000**
SPORTING GOODS, BICYCLES, TOYS	**1,577,000**
Bicycles & Supplies	84,000
General Sporting Goods	40,000
Toys & Games	1,438,000
Miscellaneous	15,000
STATIONERY, OFFICE EQUIPMENT	**21,000**
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	**520,000**
Antennas	126,000
Radio & Television Sets	91,000
Records	174,000
Miscellaneous	129,000
TOBACCO PRODUCTS & SUPPLIES	**7,726,000**
Cigarettes	6,944,000
Cigars, Pipe Tobacco	727,000
Miscellaneous	55,000
TRANSPORTATION & TRAVEL	**714,000**
Air	320,000
Bus	183,000
Rail	193,000
Miscellaneous	18,000
WATCHES, JEWELRY, CAMERAS	**2,137,000**
Cameras, Accessories, Supplies	135,000
Clocks & Watches	1,045,000
Jewelry	34,000
Pens & Pencils	907,000
Miscellaneous	16,000
MISCELLANEOUS	**1,576,000**
Trading Stamps	252,000
Miscellaneous Products	471,000
Miscellaneous Stores	907,000
TOTAL	**$119,835,000**

Ineluctable Modality

We see by the businessweekly of television and radio that Madison Avenue is a myth (Broadcasting, Feb. 24, 1958).

With eternal verities like that tumbling around our ears—with Willie Hoppe retired and Bold Ruler scratched—with the Army talking about promotion on merit and the Navy moth-balling battleships—the next thing we know agencies will be hiring agencies to handle their promotion.

However, there's one thing you can depend on: Eastern Iowa. It's still west of the Mississippi and it still listens to WMT. Loud.*

WMT

CBS Radio for Eastern Iowa

Mail Address: Cedar Rapids

600 kc National Representatives: The Katz Agency.

* 72% of the people in Iowa live outside the state's six metropolitan areas. To do a radio job, you need coverage. WMT provides it, reaching small-town and rural elements as well as metropolitan markets. Area Pulses consistently show that WMT is the most popular voice in Eastern Iowa, with twice as many listeners as the next most popular station, often three times as many. WMT averages (5 a.m. to midnight) more audience than the combined total of all other radio stations located in our Pulse area.

LEVER TRYS TWO NEW MEDIA TACKS

- **Drops Pepsodent radio spot slate; bolsters tv spot**
- **Asks combination rate for toothpaste and Dove soap**

Lever Bros. has pulled off what it considers a coup in broadcast strategy [CLOSED CIRCUIT, Feb. 10]. In swift succession through two of its agencies, Foote, Cone & Belding, New York, and Ogilvy, Benson & Mather, New York, the multi-million dollar advertiser—ranking in the top 10 in the U. S.—by last week accomplished the following:

(1) Dropped the entire national schedule of Pepsodent radio spots which ran in as many as 200 markets and represented an estimated $2.5 million annual investment;

(2) Moved rapidly to install tonnage use of spot television, specifically IDs on behalf of Pepsodent toothpaste [AT DEADLINE, Feb. 24]. This campaign breaks nationally in about 50 markets beginning next Monday (most markets on various dates next week and in the Southeast April 1 this year).

(3) Worked in a double-play that involves still another Lever product, Dove, the company's highly - touted "beauty bar" soap. On behalf of Dove, the advertiser similarly purchased saturation, high-frequency spot tv packages in the same major markets [AT DEADLINE, Feb. 17].

CAUSE *of the hue and cry: Pepsodent and Dove, the two Lever products that are at the center of a new media strategy. Though spot radio is out of Pepsodent plans for now, the lines of the jingle that spot radio made famous appear on the toothpaste box: "You'll wonder where the yellow went . . . when you brush your teeth with Pepsodent."*

In the process, Lever also has engineered —seemingly almost overnight—these initial results and/or reactions:

- Alarmed a segment of the tv industry by requesting special package rates for its huge saturation buys (averaging 50 spots per week for four weeks in nearly all markets), stirred resistance by some stations but scored with successful acceptance by most.
- Aroused bitterness on the part of a formidable and articulate section of the radio industry including several station representatives and the Radio Bureau of Advertising (story page 48).
- Set off pros and cons in judgement of Lever's "new concept" of buying spot tv, the impact of which has some observers likening it to the stir caused in the broadcast industry by the General Foods and Bristol-Myers shared-sponsorship spot tv plan.

Basically this is what Lever bought:

On behalf of Pepsodent, station identification announcements on run of station basis, averaging 50 per week for four weeks in a total of approximately 50 major U. S. markets. Campaign already was in motion in markets that Lever had tested in New York and on the West Coast but the bulk of the national drive kicks off next week. Agency is Foote, Cone & Belding.

On behalf of Dove, the same quantity and type of spots were purchased in the same markets. The Dove campaign kicked off in the middle of February and runs on this vein: eight weeks on, four weeks off, picking up again with eight weeks, then off four weeks etc., a total of about 26 weeks in the year. Ogilvy, Benson & Mather is the Dove agency.

Between the two campaigns there is this major difference: Lever's Pepsodent Div. asked for the ROS to split approximately 50% in the daytime (before 6 p.m.) and 50% in the nighttime (after 6 p.m.). Reason: Pepsodent seeks mass, all-family appeal.

Lever's Dove asked for the ROS to lodge mostly in the daytime hours with only a few fringing into nighttime periods. Reason: Dove aims its appeal more to the feminine audience.

Many of those stations which resisted Lever's search for big-package rates—with price sought independently of the stations involved since tv outlets as a rule do not accommodate 50 spots weekly on their rate cards—did not contest the Dove buying to the extent that they fought against Pepsodent. Chief reason expressed to BROADCASTING was an apparent desire by Dove to accommodate stations' rate structures, while in Pepsodent's case the issue was not so clear.

It was known that Pepsodent was asking for a discounted price for the package that, according to station sources, would amount to 65-70% of the one-time rate published on the card. Some representatives asserted that in markets where the spot "supply" was high, Pepsodent had no trouble in obtaining schedules, but in others, where the market was tight on the supply of available spots, the advertiser had to be "satisfied" with "secondary" stations and/or schedules.

Thus, those stations resisting Pepsodent's buying pattern did so on price. On the other hand, stations or their representatives accepting the Pepsodent business presented various reasons for their actions. According to one official, "Lever's mass saturation buying—even though it requires the setting up of a price for a package that our rates do not accommodate—means millions of dollars to the spot tv medium. We welcome the philosophy being expounded by Lever that spot tv is a good buy and can be inexpensive when purchased in large quantities. It can dispel the strong, prevailing opinion among some advertisers that tv is tremendously expensive."

Another spokesman among those who support the Lever "concept" said "Where buying is at such quantity the discounted rates are justified. The Lever action gives positive proof that tv is ideal for mass saturation campaigns, and second to only perhaps radio as a mass, low-cost medium."

Many broadcast sellers in New York labeled the Lever buying as possibly a "new trend in tv to saturation buying that existed in radio . . . buying that seeks maximum spread and accounting for the tune-in shift for a product of general appeal, that seeks frequency and repetition and a maximum audience, duplicated or not."

Still other tv time salesmen noted that Lever was not insisting on guaranteed time on stations but ROS and a general split. They said stations were not being asked to "reappraise rate cards because of market size or audience but only to make rate provisions for package."

Also understood to be in the "grand master plan" at Lever:

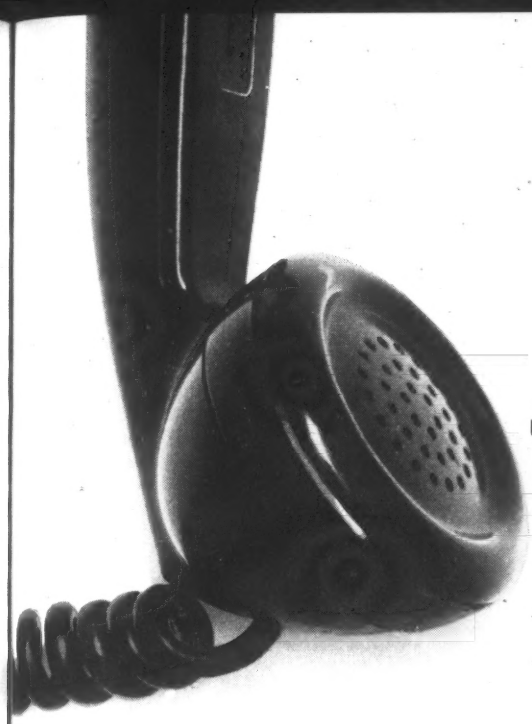
- In moving into spot tv only major markets have been selected. Thus, compared to its radio schedule, a number of markets have been dropped. At the same time, Lever for Pepsodent is expecting to adjust its market lists if that becomes necessary—but at present the market total is approximately 50.
- Originally Lever was planning to purchase tv spots for Pepsodent on a 52-week basis. Except for a few west coast markets, Lever changed its mind and bought on a four-week basis. It is pointed out that Dove goes off the air for four-week periods and it is believed that Lever is permitting itself leeway in certain markets and in time may consider a schedule in some markets that would have Dove on the air for eight weeks followed by four weeks of Pepsodent IDs. This could not be confirmed.
- It was indicated, but not confirmed, that Lever plans to put some of Pepsodent and Dove money into hitchhikes on its network tv program schedule as supplementary to the spot drive.

The spot radio schedule for Pepsodent was canceled outright at about the same time that Lever started its schedule for Dove, with a search for tv ID availabilities on behalf of Pepsodent already underway.

To bring the sequence of events into focus: Lever started testing spot tv in the fall of last year, in New York City and in a few west coast markets. In six weeks on the West Coast, Pepsodent had 200 IDs on television. Results were favorable and Lever renewed for another four weeks. It reportedly now has renewed the business in these west coast markets (Los Angeles and San Francisco among them) for 52 weeks with the normal two-week cancellation clause.

Asked by BROADCASTING for an accounting of tv spots Lever used for Pepsodent on the West Coast, Broadcast Advertisers Reports (BAR), New York, a monitoring service, supplied the following data:

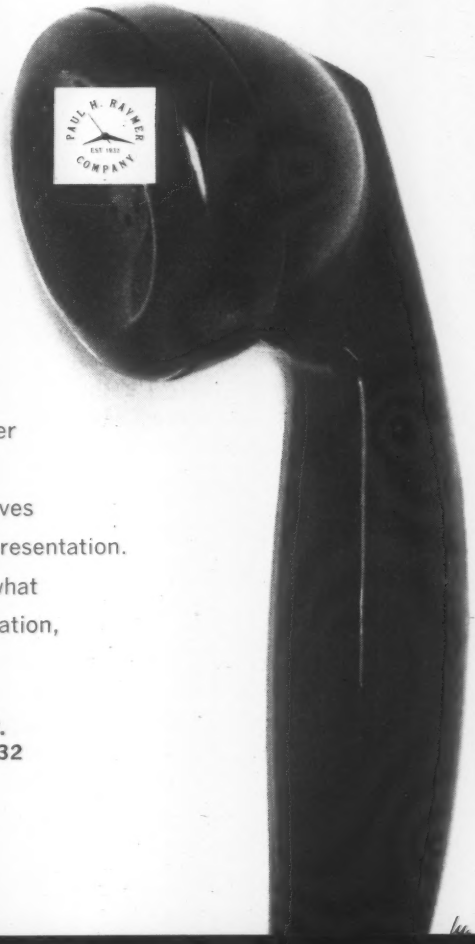
Los Angeles for the week ending Jan.



talk to Bill Malo

Timebuyers, marketing executives and ad managers all agree that WDRC is the buy in Hartford . . . the 5,000 watt CBS station that delivers the top ratings and complete coverage of the entire industrial area plus a unique Sundial Saturation Service that delivers spot dispersion and repetition at a cost efficiency that can't be beat. Bill Malo, Vice-President in charge of Sales, can tell you the Hartford-WDRC story best; he can also tell you how Raymer Representation helped make 1957 the biggest year in national spot billing in the history of the station.

then talk to Raymer



If you want the kind of representation that has helped sell WDRC, helped promote WDRC, helped make WDRC, then you'll want to talk to Paul H. Raymer. WDRC has been represented by Raymer for nineteen years and the national spot sales record over those years proves Raymer salesmanship and Raymer representation. More to the point, that record shows what Raymer can do for you . . . for your station, your market and your national sales.

THE PAUL H. RAYMER COMPANY, INC.
Pioneer National Representatives Since 1932
New York • Chicago • Detroit
Los Angeles • San Francisco
Dallas • Atlanta

25—KHJ-TV, 48; KRCA-TV, 55; KTLA (TV), 52, and KTTV (TV), 50. San Francisco for the week ending Jan. 17—KGO-TV, 47, and KRON-TV, 48. All the spots were IDs.

The Lever media backfield shift is detailed here without corroboration by the company itself or the two agencies involved. To repeated queries, Lever and its Pepsodent Div. offered "no comment." Neither agency would discuss the Pepsodent and/or the Dove buying romp. Lever and Foote, Cone & Belding refused to acknowledge that the radio schedule had been dropped even though reports of cancellations at the time were being received by stations.

It was made known by Lever, however, that its policy is to keep competitors from knowing about its media plans. Indeed, Lever achieved that much at the outset. Lever's plans in the broadcast spot media were well-kept secrets, and once Lever moved, it did so with a swift sureness that indicated very careful advance planning.

The spot radio campaign on behalf of Pepsodent was one of the all-time radio success stories in the competitive tv era. That campaign actually got its start at the beginning of 1956. As it received acclaim and attention, principally on its "You'll Wonder Where The Yellow Went" musical refrain, the Pepsodent Div. added markets to its schedule and accumulated unusually valuable radio time franchises.

Lever ranked fifth among the top 10 network tv advertisers last year, spending $16.2 million-plus. In the Television Bureau of Advertising's tabulation of spot tv advertisers, Lever ranked No. 7 with an expenditure of $7.6 million-plus.

THE debut of Universal C.I.T. Credit Corp., New York, in network radio is set by William L. Wilson (c), vice president in charge of advertising and public relations for the automobile financing firm. Looking on as he signs for $100,000 worth of *Monitor* time on NBC Radio: Robert H. McKennee (l), national advertising manager of Universal C.I.T., and Matthew J. Culligan, vice president in charge of the NBC Radio Network. The campaign starts March 21 with a saturation package of spots and feature segments on weekends during the spring car buying season [AT DEADLINE, Feb. 24]. Fuller & Smith & Ross, New York, is Universal C.I.T. agency.

RAB WANTS TO RECTIFY A 'MISTAKE'

The Radio Advertising Bureau, smarting in the wake of Lever's wholesale cancellation of the $2.5 million Pepsodent toothpaste radio spot schedule and a shift to spot tv, wants its day in court with Lever and says it will fight for it.

Basically, RAB seeks an audience with top Pepsodent management to explain why it thinks Lever is making a "mistake," has got itself a "bad buy" in its tv scheduling and to emphasize that the company has relinquished "excellent time franchises" on radio station logs throughout the country. RAB reports it would present its story on a basis of comparative media.

Meanwhile, a radio station representative already is accumulating Lever distributor testimonials on sales effectiveness of the Pepsodent radio spot schedule.

It would be an understatement to describe RAB's reaction as "unhappy." Rather, the radio promotion organization is angry. The ruffled feelings can be traced to a series of events but the climaxing "blow" reportedly was an answer from Pepsodent's high command which allegedly was given to an RAB official who sought entree at the division after word was out on the radio cancellation. That comment is purported to have been: "You can't eat ham all the time."

RAB points out that soon after Lever's Pepsodent radio drive got underway, it put up $17,000 to work on an "in depth interview" research program with Lever and its agency, Foote, Cone & Belding. It is intimated that results from this study helped to lead the advertiser into its radio sales success.

According to RAB, its "story" started in the late fall of 1955. Pepsodent in November had begun scheduling some radio spots in Los Angeles. On Jan. 1, 1956, the schedule was in 27 other markets. RAB contacted the advertising manager of Pepsodent and proposed a research study on "awareness." Four markets were selected: Dallas, Pittsburgh, Minneapolis and Los Angeles. Lever and FC&B consented.

Pepsodent was running 370 announcements per week in Los Angeles; 87 in Minneapolis, 100 in Pittsburgh and 90 in Dallas. Advertest was commissioned to conduct the study. A 4,000 sample was covered in two waves. Interviewers used a battery operated playback device which gave this portion of the Pepsodent commercial only: "You'll wonder where the yellow went." People interviewed were led into identifying, if they could, the type of product advertised, the name of the product and whether the listener was aware of the tie-in. The first wave occurred four weeks after the announcements were on the air, the second wave, four weeks later, or eight weeks after the initial run of schedule.

Among the findings: brand usage went up 10% in four weeks among those listeners reached; the jingle was linked correctly to Pepsodent by 29.2% of all people surveyed after the four-week period, 34.2% after eight weeks; among dealers, the jingle was correctly identified by 53.3% after four weeks, 65.3% after eight.

This report was brought to the attention of Lever at a meeting on April 3, 1956, attended by (according to RAB and all names and titles as then existing): From Lever—Robert P. Breckenridge, advertising brand manager; T. E. Hicks, marketing vice president in charge of the Pepsodent Div.; William H. Scully, Pepsodent's advertising manager; Stanley Pulver, media manager of radio-tv; George J. Zachary, radio-tv program manager, and Joseph W. Baly, media buyer.

From FC&B—William Steele, vice president and account executive; Paul Gerhold, vice president; Arthur Pardol, director of broadcast media, and two research men.

These executives, RAB says, showed "excellent reaction," and in fact on April 11, 1956, according to the bureau, two of the Lever executives came to RAB asking that the presentation be turned over to them for playbacks to the Lever management. RAB notes that soon afterward the Pepsodent schedule was renewed in 28 markets and the presentation was shown again by Lever on May 2 of that year at a special sales meeting of the company. RAB believes that this showing plus sales figures revealed by Lever to its own executives led ultimately to the Pepsodent full-scale plunge in the "You'll Wonder Where The Yellow Went" radio campaign.

While sales figures never were revealed officially, it is reported that Pepsodent had 7.5% of the toothpaste market in Los Angeles as of October 1955. That month also, two competitive brands (Crest and Gleem) were introduced in the market. In November, Pepsodent had fallen to a 6.1% share. That same month, the radio spots began. In March 1956, Pepsodent in only a four month period had boosted its share to 10.8%.

RAB also notes that Pepsodent won awards two years in a row from the bureau's independent panel judging the best radio commercial of the year. But, even more important to RAB: "Only recently, Pepsodent told us they would renew the spot schedule on radio."

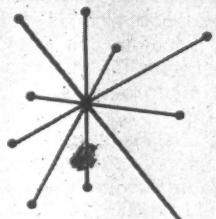
The bureau warns if it doesn't get its audience soon, it will petition in writing to "every member of Lever's international board" asking for a hearing. (Lever Bros. Co., New York, is part of Unilever Ltd., Anglo-Dutch owned and the world's largest soap and margarine firm.)

Westinghouse Names Grey

Westinghouse Electric Corp. has named Grey Adv., New York, to handle its near $2 million advertising budget for television, radio and record-playing equipment effective May 12. McCann-Erickson has handled the consumer products for Westinghouse since 1944 and will continue to handle the rest of the $15 million account.

INTRODUCING

the Star stations



KOIL

Number 1 in Omaha

HOOPER 43.3 share
Dec., '57 - Jan. '58, 8 A.M. - 10 P.M.

PULSE 7.1 average rating
Dec., 1957 - 7 A.M. - 6 P.M.

TRENDEX 40.8 share
Dec., 1957, 8 A.M. - 6 P.M.

Check With AVERY-KNODEL

KMYR*

No. 1 in the 15 Station Denver Market

HOOPER - Jan. 1958
8 A.M. - 6 P.M.

Check with ADAM YOUNG

KWIK

More listeners than all other Pocatello stations combined according to the most recent Hooper.

Check with AVERY-KNODEL

KOiL—Omaha
NATIONAL REPRESENTATIVE AVERY-KNODEL

KMYR*—Denver
REPRESENTED NATIONALLY BY ADAM J. YOUNG, JR.

KWIK—Pocatello
NATIONAL REPRESENTATIVE AVERY-KNODEL

DON W. BURDEN, *President*

** Subject to FCC Approval*

ADROIT USE OF MEDIA, RESEARCH GETS BEVERAGE CONVERTS FOR TEA

- **Tea Council makes dramatic strides in seven years**
- **Burnett puts most of $2.5 million budget in radio-tv**

A $2.5 million annual promotion budget ($2 million of it spent in radio-tv advertising), a hard-hitting copy theme and a $1.5 million research investment over seven years have helped transform tea from an occasional invalid's drink trailing coffee 20-to-1 into a "hefty, hot and hearty" brew that last year racked up a U. S. consumption in excess of 30 billion cups—now trailing coffee only 3-to-1.

Responsible for this slightly phenomenal upsurge is the Tea Council of the U. S. A., its agency, Leo Burnett Co.—and broadcast advertising. While its budget may not be exceptionally large by some measures—the unusual aspect of the Tea Council account is twofold: (a) it is the only international promotion "partnership" (U. S., Ceylon, India and Indonesia) that purchases an impressive proportion of tv-radio time; (b) it is perhaps one of the most thoroughly-researched accounts in advertising today, a fact described by a Burnett man as "gratifying . . . since you know that the client is backing all of your efforts with more than just interest; he's put his cash on the line . . ."

The council has just hit midway in its 1957-58 tv-radio push (the tv phase, accounting for $1.5 million, ran from Oct. 15-Feb. 17 in 29 markets; the radio push on behalf of iced tea begins in May). It considers the past few years of concentrated selling as one of "learning the hard way." Its latest lesson: To bolster your buying audience, you have to go after the other fellow's customers since tea drinkers aren't born, they're converted. The other fellow: coffee and other beverages.

Since last fall, the council's hot tea ads on tv have been mincing few pictures. Though the word coffee is never mentioned, the intent behind the visual image of a dissatisfied drinker pushing away a cup of black brew is obvious. Just as obvious is the fact that the council's efforts have been hitting home. Late last fall, several member firms of the National Coffee Assn., meeting in Boca Raton, Fla., decried the Tea Council's "flagrant" attacks and hinted darkly at "counter-measures," but cooler heads prevailed. The NCA's official stand: The council is wasting its time and money by spending 70% of its tv budget tearing down coffee instead of building up tea.

But the Tea Council (as well as a number of subscribing tea packers) feel that it is doing no such thing, and stoutly maintain that it's not the pure coffee drinkers it is after but the people who have already quit coffee or who made the switch to such caffeine-free drinks as Ovaltine, Postum, Decaf and Sanka—the latter placing third (behind Maxwell House and Nescafe) among the instant brews.

To get the most out of the tea industry's backseat position in ad expenditures ($15 million annually—excluding the council's $2.5 million—as against coffee's $65 million, beer's $90 million and soft drinks' $100 million), the council's task seemed relatively hard: to make up in frequency what its drive lacked in impact and to sell Americans on two little words, "availability" and "acceptability." A Tea Council official put it this way: "We had to advertise a drink nobody wanted."

In 1946, per capita U. S. tea consumption had dropped to one third of what it was in 1900. The "coffee break" and its implied masculinity had made a farce out of what was once "teatime." Motivational researcher Dr. Ernest Dichter, called in by the Council two years after its inception in 1949 (then affiliated with London's International Tea Market Expansion Board), found, according to Vance Packard's *The Hidden Persuaders*, "that the tea producers not only had fallen into a hole but were busily digging the hole deeper in their sales appeals." The ads played heavily on the theme that tea was something one drank before taking to bed with a cold. Tea concluded Dr. Dichter, seemed to be for sissies and Chinese and he recommended, in the first of a series of Tea Council surveys, that Burnett put some muscle into the tea image. It did just that by transforming a tea pot into a man's muscle, by coining the cadence "make it hefty, hot and hearty" and unveiling the now-famous slogan, "Take tea and see."

TV TEA TEASERS:

. . . Campaign Theme

. . . Product appeal

. . . Enjoyment, relaxation

With the advent of 1952 came not only the council's first use of tv but also an entirely new council. The government of India withdrew its support from ITMEB, and together with Indonesia and Ceylon, joined in partnership with the American council. For each $5 contributed by U. S. packers e.g., McCormick & Co., Tetley, Seeman Bros., Salada-Shirriff-Horsey Inc., Thomas J. Lipton Co., the foreign tea growers would toss in $8 with their pro-rata share based not on U. S. sales, but on a three-year average of world-wide exports. Robert Smallwood, Lipton board chairman, was named chairman of the council a fortnight ago, re-elected for his sixth consecutive term.

Armed with Dr. Dichter's advice, the council—with $175,000 set aside for media, production and research—initially invaded Syracuse, N. Y., and placed 18 spots weekly on WHEN-TV and WSYR-TV from October 1952 through the following March. Then it sent an Elmo Roper poll task force to query 4,000 tea-drinking Syracusans on why they drank tea.

For the remainder of 1953 and all of 1954, the council deliberated test results and meanwhile placed its small campaign in other media. But in 1954, it bought a 52-week tv schedule in New York, Chicago, Philadelphia, Boston, Baltimore, Washington, Pittsburgh, Detroit, Cleveland, San Francisco, Los Angeles and Providence. Later it added 19 markets (mostly South and West) to supplement the iced tea push, for a total tv expenditure of $1.5 million. Since then, the "basic lineup" has been altered somewhat. San Francisco was dropped for iced tea because of its mean year-round temperature of 57 degrees; added were Seattle, Portland, New Haven, Syracuse, Buffalo and Schenectady—all for hot and iced tea. Since then, too, the tea council has abandoned 52-week schedules for two flights annually—one running during the four fall-winter months, the other during the three late spring-summer months. "We sacrificed concentration for frequency discounts," a council official declares ruefully of the 52-week formula. "We know better now."

For iced tea campaigning, Burnett turned to radio. In the spring of 1955, Dr. Dichter completed report No. 2 for the council and concluded that Burnett's tv spots—showing people suffering from summer heat turning to iced tea—were connoting the unpleasant aspects of summertime. He suggested that the agency substitute "the benign face of summer" by stressing the phrase "fun"

SPILLANE 2 TO 1!!!!

46.4% SHARE OF AUDIENCE (TRENDEX) ON WCBS-TV NEW YORK

DOUBLE THE SHARE OF ANY COMPETING SHOW

...with 6 shows competing in the time period (Tuesday, 10:30 to 11 PM)! 2,268,000 New Yorkers for Marlboro Cigarettes and Aerowax every week!

JUMPS WCBS-TV RATING 220%

MICKEY SPILLANE'S MIKE HAMMER STARRING DARREN McGAVIN

ARB Coincidental Survey, February 18, 1958

	Rating	*Share*
MICKEY SPILLANE'S MIKE HAMMER (WCBS-TV)	**18.9**	**44.3**
Station B	9.8	23.0
Station C	2.8	6.6
Station D	4.6	10.8
Station E	3.1	7.3
Station F	2.8	6.6
Station G	0.7	1.6

FAST SALES IN OVER 148 MARKETS!

Marlboro Cigarettes... Squirt...
American Home Products... Lone Star Beer...
Budweiser Beer... Busch Bavarian Beer...
Gallo Wine... John Labatt, Ltd....
Yankee Stores... Wiedemann Brewing...
and scores more!

be great in '58 with mca tv

FILM SYNDICATION

598 Madison Avenue, New York 22, N. Y. (Plaza 9-7500) and principal cities everywhere

rather than "refreshing." Furthermore, after Dr. Dichter's findings were collated, the agency believed that late afternoon radio, rather than tv spots, would do a better job inasmuch as it could reach the housewife in time for her to prepare pitchers of iced tea for supper. The resultant jingle, "Why don't you have iced tea more often?" proved to be so successful that WIBC Indianapolis found to its surprise the jingle appeared on the top ten request list one Saturday morning. Since then, the council has stuck to radio for iced tea and television for hot tea.

The latter still needed further researching. In 1956, the council research director, Dr. Hans Zeisel, together with Burnett's Vice President-Account Supervisor Guy Saffold, Account Executive Charles Derring, Tea Council Executive Director Gerard L. Brant and his advertising director, John M. Anderson, sat down to map out yet another research project. Conducted by Columbia U. and titled "They Changed to Tea," it was an exhaustive six-month survey of 1,800 New Yorkers who had switched from coffee to tea. This motivational study provided the ammunition the council now is shooting at its beverage rivals via tv.

Of 38 U. S. members of the Tea Council, six also are in the coffee-packaging business. An executive at one of these firms is realistic about the Tea Council's efforts, feels that "to protest would come to no avail and furthermore would show a deploring lack of business sense. We can't afford to spend money on trying to keep people from switching, and furthermore, who says that a tea drinker must keep away from an occasional cup of coffee?"

Hi-Fi Component Makers Plan Tv Series in 15 Top Markets

Leading high-fidelity component manufacturers will join hands to underwrite a series of filmed classical and operatic music programs on tv stations in 15 major cities starting in March, it was announced last week by Henry Goldsmith, president of Rigo Enterprises Inc., a hi-fi exposition manager.

Titled *The High-Fidelity Industry Presents,* the series was culled from a selection of over 100 musical films from various sources and was obtained through Barry-Grafman & Assoc., Chicago, distributor. Commercial copy for four or five hi-fi manufacturers-sponsors is being prepared by Murray-McCarthy Assoc., Denver advertising agency, Mr. Goldsmith reported.

Among components represented are record-changers, turntables, tuners, amplifiers, recorders, speakers, enclosures and tapes.

The series, designed for Sunday afternoon televiewing, scheduled to start on KDKA-TV Pittsburgh March 2 and will be carried later in the month, according to Mr. Goldsmith, on WATV (TV) Newark, N. J.; WGN-TV Chicago; KABC-TV Los Angeles; KSAN-TV San Francisco; WTTG (TV) Washington, D. C.; KSD-TV St Louis; WTCN-TV Minneapolis; WGR-TV Buffalo, N. Y.; WXIX (TV) Milwaukee; KMBC-TV Kansas City; WJZ-TV Baltimore, Md.; WKRC-TV Cincinnati; KOMO-TV Seattle, Wash.; KBTV (TV) Denver.

REVISED PGW 'SPOT RADIO GUIDE' AIDS AGENCY'S MEDIA STRATEGY

To the timebuyer, plans board executive or media strategist who needs a quick guide to costs of radio spot, there's helpful news from Peters, Griffin, Woodward, station representative.

And to radio people everywhere a newly-revised PGW booklet offers some heavy ammunition as to the economy and savings provided by their advertising medium.

PGW is coming out this week with a second edition of its "Spot Radio Pocket Guide," first issued in May 1955. The booklet is prepared with two goals in mind: (1) to assist the timebuyer and also the agency executive unfamiliar with spot radio in planning media strategy and (2) to promote spot radio and its use.

How valuable is the PGW guide? For one thing, it places Nielsen Coverage Service (NCS No. 2) in perspective, that is, in terms of money and markets. The guide can be a touchstone to national coverage potentials and maximum cost estimates for planning national spot radio campaigns via daytime or nighttime schedules.

As noted in PGW's second edition (the first was issued in 1955): "The fundamental purpose . . . is to continue to give agencies and advertisers a means of comparing 97% of U. S. potential coverage via spot radio with circulation patterns and costs of a national magazine, a newspaper list or radio or television networks."

The second edition makes it possible for the user to estimate time costs in relation to geographic extent of coverage, using stations in any number of top metropolitan areas, grouped up to 168 (161 areas in 1955), with an acceptable degree of accuracy.

The "Spot Radio Pocket Guide" will be distributed to advertisers and agencies.

The booklet covers 168 large and small "metropolitan areas," in population rank, as determined by the U. S. Census Bureau. The areas of audited coverage — figured separately for daytime and nighttime according to NCS No. 2 compilation — include 45,629,690 radio homes daytime, and 45,103,090 radio homes nighttime or 97.1% and 96%, respectively, of the 46,990,860 total U. S. radio homes.

The stations used were selected by Nielsen and generally are those with the largest circulation and highest rate in each market; all estimates reflect maximum costs.

The guide cautions it does not intend to show "exact and accurate costs regardless of which station might be used in each market."

It also is noted that the guide is not meant as a timebuying "tool" but as a pattern for estimating coverage and schedules to fit nearly any strategic or budgetary requirement. Pointed up: coverage summaries by states provided in the booklet show unduplicated coverage and "homes covered" again are total unduplicated radio homes in a measured county. (While a given county might have coverage from only one station of the 50 markets listed, it might have coverage from three or four stations on a 168-market basis. Coverage of only one station [that is, with the highest Nielsen level] in each county is credited in total coverage figures.)

The first section groups the 168 largest U. S. metropolitan areas according to population rank into 50-, 75-, 100-, 125- and 168-market lists, summing up with this basic data: number of radio homes covered both daytime and nighttime and percentages, respectively, of total U. S. radio homes; cost of minute announcements day and night on the basis of 10, 20 or 30 announcements per week (chainbreaks approximately 20% less). In addition, costs for individual market groups are included in each market section. These permit determination of about how much money it takes to increase a market list, say from 50 to 75, 75 to 100, etc.

SAMPLE SCHEDULES
DAYTIME MINUTES

Costs were determined from published rates of the "highest rate station" in each market—taking frequency and "package" combinations into consideration. Thus, it is possible to estimate campaign costs with the knowledge that the costs shown are most likely to be maximum, and that in many cases economies can be achieved once a schedule has been determined and individual radio stations selected through regular media department practices.

	No. of Markets	Homes Covered (Millions)	% U.S. Total	13 Weeks	26 Weeks	52 Weeks
10 Daytime Minutes per week	50	37	80.1	$190,621	$ 381,243	$ 762,486
	75	41	87.9	238,869	477,739	955,479
	100	43	93.1	277,750	555,500	1,111,000
	125	44	95.7	305,667	611,335	1,222,670
	168	45	97.1	352,727	705,455	1,410,910
20 Daytime Minutes per week	50	37	80.1	330,275	660,550	1,321,101
	75	41	87.9	414,960	829,920	1,659,840
	100	43	93.1	481,460	962,920	1,925,840
	125	44	95.7	533,304	1,066,608	2,133,216
	168	45	97.1	615,726	1,231,453	2,462,907
30 Daytime Minutes per week	50	37	80.1	449,514	899,028	1,798,056
	75	41	87.9	567,918	1,135,836	2,271,672
	100	43	93.1	657,945	1,315,891	2,631,782
	125	44	95.7	728,449	1,456,899	2,913,799
	168	45	97.1	842,766	1,685,533	3,371,066

SAN FRANCISCO GOLDEN GAIT*

* Brisk, pre-sold stride adopted by thousands of Bay Area shoppers busy buying products advertised on KPIX's "This Morning." For announcements soon available on San Francisco's only local, live morning television program, call Lou Simon or your Katz man.

no selling campaign is complete without **KPIX**

CBS in SAN FRANCISCO, CHANNEL 5

WBC WESTINGHOUSE BROADCASTING CO., INC.

RADIO—BOSTON, WBZ+WBZA; PITTSBURGH, KDKA; CLEVELAND, KYW; FORT WAYNE, WOWO; CHICAGO, WIND; PORTLAND, KEX.

TELEVISION—BOSTON, WBZ-TV; PITTSBURGH, KDKA-TV; CLEVELAND, KYW-TV; BALTIMORE, WJZ-TV; SAN FRANCISCO, KPIX

CHRYSLER CHOICES HEAVY ON TV

- **For Chrysler Div., Y&R; institutional, export to Burnett**
- **Still loose: Chrysler's Canadian business, Ford's Lincoln**

Automobile manufacturers more and more are seeking from their advertising agencies such definitive and varied specialized services as a good creative copy approach, a strong and sizable field organization, merchandising know-how, advertising support geared to dealers' needs and a sound knowledge of media, particularly television.

These pretty much represent the requisites Chrysler Corp. sought—and feels it found—in the selection of Young & Rubicam last week for its Chrysler Div. and Leo Burnett Co. for its institutional and export passenger car accounts.

Young & Rubicam, New York, and Burnett, Chicago, will divide pretty evenly an estimated $20 million in domestic billings relinquished by McCann-Erickson last month in favor of General Motors' $24 million Buick account, with Y&R understood to have a slight edge. In selecting them, Chrysler turned outside its immediate "family of agencies" (BBDO, Grant, N. W. Ayer & Son, Ross Roy) for new agencies.

The appointments, announced Monday, helped settle a generally muddied Detroit picture involving agency assignments. Still left unsettled, however, as of Wednesday:

- Chrysler's part of its Canadian business dropped by M-E.
- The $4-5 million Lincoln account from Ford Motor Co.'s Mercury-Edsel-Lincoln stable (Foote, Cone & Belding has Edsel and Kenyon & Eckhardt services Mercury).

Burnett's corporation account appointment was announced by James Cope, Chrysler Corp. vice president for corporate market planning, and its choice as export agency is being reported today (Monday) by Nicholas Kelly Jr., Chrysler Corp. vice president and Export Div. president. Selection of Y&R was announced by E. C. Quinn, Chrysler Div. president. The decisions reportedly were made as late as last weekend following client-agency meetings in the motor city. They were said to reflect Chrysler's partiality for strong "television agencies" and its need for numerous services as well as the hefty billings record of the two agencies and the continuing shift of major accounts to "big name" agencies. [LEAD STORY, Dec. 30, 1957].

No date was given for any of the three, but it's understood both Y&R and Burnett will start work immediately.

Chrysler institutional network monies reportedly run about $7.5 million encompassing participation for Chrysler, Imperial and other cars and cross-promotion commercial activity on the corporation's CBS-TV *Climax* and *Shower of Stars*. Burnett will ride herd at the corporate level, over-seeing all products. Thus, the rule-of-thumb for participating agency commissions will prevail.

On the export business, Ross Roy will continue servicing the truck account and advertising agencies serving the corporation's passenger-truck operations overseas and selected in local areas based on individual markets. Export covers shipment of cars to Canada, Mexico, Cuba and Venezuela, the division billing about $1 million for passenger vehicles. (Ross Roy already handles all but tv for Chrysler of Canada Ltd.) Burnett already maintains a Toronto office, where it services P & G, Pillsbury and other accounts, and won't be required, it's understood, to open any other non-domestic branches to handle export.

(In total billings, Young & Rubicam ranked third with about $230 million and Burnett 11th with around $80 million.)

Last week's decision sent Burnett executives into a flurry of activity, occasioned largely by the fact it has no Detroit office at present. The agency's plans in that respect were in the speculative stage, beyond the obvious fact it would open one.

It was understood Burnett would handle the major creative effort in its Chicago headquarters. Richard N. Heath, Burnett president, said, "We have an all-encompassing supply of capable personnel in Chicago to handle the account," indicating Burnett does not intend to pirate people from other agencies.

It's learned that F. Strother Cary Jr., administrative vice president and executive assistant to Messrs. Burnett and Heath, will be named account supervisor on the Chrysler account. William L. Diener, Burnett vice president, will be agency management representative.

Burnett Co. assigns media supervisors to develop media plans based on market and media research and copy strategy. The plans are reviewed by a group of three executives—headed by Leonard S. Matthews, vice president in charge of media—responsible for media policy execution and administration. The others are Tom Wright, manager of media, and Dr. Seymour Banks, media planning and research manager. Often considered top-heavy in tv (at the expense of radio), the agency is strong on media generally, a major consideration in Chrysler's selection.

Burnett's media team keeps a steady eye on rising network tv costs, firm 52-week contracts, double-triple spotting practices, the tendency toward over-emphasis on quantitative (instead of qualitative) aspects of ratings services and uncertain rate structures that tend to minimize spot radio's desirability in the view of some clients.

Of particular significance at Burnett is the expansion in recent weeks of its tv commercial department (the agency turned out some 3,200 commercials last year) and development of new animation concepts. It maintains film production facilities in Chicago, New York and Hollywood.

It's expected Burnett will transfer several key people to Detroit in the weeks ahead. Meetings were held with Chrysler daily this past week and in Detroit Feb. 21.

Emphasis on the varying types of broadcast media at Burnett can be ascertained by its 1957 billings, showing network tv, spot tv, spot radio and network radio ranking in that order, with total tv outdistancing total radio $43 million to $6 million.

Young & Rubicam already has offices in Detroit as well as in New York, Chicago, San Francisco, Hollywood, Los Angeles, Montreal, Toronto and overseas. It had total tv billings of $85 million last year, with the same ranking among the various broadcast media as Burnett.

Y&R had serviced Lincoln three years and earlier had been in the General Motors agency family. The agency previously handled Packard Motor Car advertising for nearly 20 years before losing it to Maxon in the early 1950s. Three years ago it picked up the Lincoln account from K&E.

Ironically enough, Chrysler account resignations by McCann-Erickson for Buick came almost simultaneously with a reported record all-time sales and earnings report by Chrysler for 1957. (Sales for all products were up 33% and earnings six-fold last year. Sales: $3.5 billion; earnings, $119 million.) And its Plymouth beat out GM's Buick for third place in auto sales.

Commenting on the appointment of Y&R for Chrysler Div., Mr. Quinn stated that "in selecting one of the most enterprising and respected agencies in the advertising business to present the Chrysler and Imperial cars to the public, we are confident that its experience and talents will give increased merchandising support to the sales programs of our dealer organizations."

Sigurd S. Larmon, Y&R president, stated, "We are happy to become associated with such an outstanding manufacturer of fine cars. We believe our experience and creative talents are particularly suited to the marketing opportunities presented by Chrysler and Imperial automobiles."

Announcing the selection of Burnett by Chrysler, Mr. Cope said that the Burnett agency was picked because of a high degree of creativity and its outstanding successes in many product merchandising fields utilizing all media, particularly in television.

Burnett has a "sound record of accomplishment in newspapers, magazines, television and radio that is so essential to our automobile company's needs for an aggressive and balanced advertising program," Mr. Cope pointed out.

"In view of the importance of our television shows, *Climax* and *Shower of Stars*, a significant factor in the selection was Burnett's success in all types of television programming," he added.

Leo Burnett, agency board chairman, expressed delight "with the opportunity to become associated with a fast-moving, progressive and competitive automobile company."

Involved in Burnett-Chrysler negotiations were Messrs. Burnett, Heath and Cary, and W. T. Young Jr., Burnett executive vice president; and for Chrysler, Mr. Cope; Richard E. Forbes, director of corporate advertising, and J. R. Barlow, product advertising manager. Participating in Y&R-Chrysler talks along with Mr. Larmon, were Frank Fagan, senior vice president, and Randolph T. McKelvey, vice president.

Still under discussion was the remainder of the disengaged Chrysler business—its

brand new and PLENTY HOT!

"Detroit Bandstand" Makes TV History!

Look what happened when we started to turn our cameras on the teen-agers with Detroit Bandstand, presided over by Dale Young, 5:00-5:30 P.M., Monday through Friday.

ZOOM! Right up to an afternoon rating of 14.8 in just six days, and still climbing! 4,000 pieces of mail the first week!

Some mighty good availabilities still open on this No. 1 afternoon show on the station that's No. 1 in Detroit and all southeastern Michigan. How about seeing your Katz man soon?

NO. 1 IN DETROIT
5-5:30 P. M.

According to special Detroit ARB survey, Monday, Feb. 10, the 6th day the program was on the air!

WJBK-TV	**Detroit Bandstand**	**14.8**
Station B	Comedy Time . .	9.2
Station C	Superman	7.4
Station D	Looney Tunes . .	10.3

WJBK-TV

CHANNEL 2 DETROIT

100,000 watts, 1,057-ft. tower • Basic CBS
Full color facilities

A STORER STATION

Represented by
THE KATZ AGENCY, INC.

STORER NATIONAL SALES OFFICES: 625 Madison, New York 22, N.Y., 230 N. Michigan, Chicago 1, Ill., 111 Sutter, San Francisco, Ca

Chrysler of Canada, which was active in tv while still under McCann-Erickson. (The bulk of the Canadian account is handled by Ross Roy Inc., which therefore is considered a serious contender for that business.)

Burnett also is considered a candidate for Chrysler of Canada, along with Grant Adv.

Young Asks Pulse to Improve Scope, Usefulness of Radio Data

Adam Young Inc., New York, station representative, last week reported that the company has recommended that The Pulse Inc., that city, improve "the scope and usefulness" of the radio audience data collected by the research firm in order to reflect "radio's total potential audience."

In essence, Adam Young proposed to Pulse that the area to be surveyed for any radio market be expanded from the metropolitan area, as is the current practice, to include the entire trading area of which the metropolitan market is the nucleus. The Young organization contends that the trading area, encompassing total potential customers among the radio audience, is "of primary importance to the user of modern saturation radio techniques."

Adam Young, president of the representative firm, embodied his proposal in a letter to Dr. Sydney Roslow, president of Pulse. Mr. Young explained he was directing his proposal to Pulse because that organization "is the only one presently measuring the full effectiveness of radio stations (in and out of the home) in most major metropolitan areas; is currently used by more advertisers in the measurement of the radio medium, and uses the technique (personal interview-aided recall method) which can more readily be adapted to our proposal."

Other features of the Young proposal include the reporting of audience in terms of homes delivered rather than ratings and the inclusion of metropolitan share-of-audience data to reflect relative in-city popularity among radio stations.

Dr. Roslow, asked for comment, said he is still studying the recommendation and plans to confer with Mr. Young before he comes to a decision. Mr. Young said his organization is sending out postcards to more than 4,000 advertisers and agencies and 1,000 radio stations asking for their reaction to the proposal and for any suggestions they may have.

Grey to Host IAW Participants

As part of Inside Advertising Week April 6-11, Grey Adv., N. Y., will be host to a group of students who will participate in seminars at the agency during the week. Students selected by their college to go to New York in connection with IAW, which is under sponsorship of Advertising Assn. for Men & Women, will be eligible to compete for the Grey Trophy and a $125 cash prize on the theme of "What Would Happen to Our Economy if There Were No Advertising."

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

SPRING BOOM • American Sugar Refining Co. (Domino brown sugars), N. Y., March 10 starts largest spring campaign in its history, using 92 tv and radio spot markets. After Easter, company's advertising—also using daily newspapers and magazines—shifts from brown sugar copy theme to granulated and "10-X" sugars. Advertiser's last tv spot run covered Sept. 23 through Dec. 22 in 76 markets, with American Sugar after December placing finishing touches on its new media strategy [AT DEADLINE, Jan. 6]. Ted Bates, N. Y., is agency.

BUSINESS NEWS • Hertz System Inc. (car rentals), Chicago, in purchase exceeding $1 million, has signed to sponsor CBS Radio's "first nationwide" business news series featuring Walter Cronkite (Mon.-Fri. 7:30-7:35 p.m.) effective March 17. Contract calls for seven additional five-minute regular newscasts during weekend. Purchase, to run 52 weeks, was placed through Campbell-Ewald, Chicago.

FILLING OUT THE ROSTER • American Tobacco Co. and Campbell Soup Co. have signed for participations totaling nearly $300,000 in business on NBC Radio. Network notes with re-entry of these two companies, 15 advertisers who once dominated network radio have all returned to NBC. American Tobacco Co. has purchased 10 five-minute segments weekly of network's *Bob and Ray Show* beginning May 15 for 13 weeks. Campbell Feb. 17 began sponsorship of 35 announcements a week in daytime programs for eight weeks. Effective April 14, it will use minimum of 18 announcements a week for two weeks. Agency for both companies: BBDO, N. Y.

ON THE BANDSTAND • Eastco Inc. (Clearasil), White Plains, N. Y., has signed as participating sponsor of ABC-TV's *American Bandstand* (Mon.-Fri. 3-3:30 p.m., 4-5 p.m.) effective immediately. Contract for 26 weeks was placed through Lennen & Newell, N. Y.

GIANT BUY • Interstate Baking Co. (Blue Seal bread), Kansas City, through Dan B. Miner Co., Los Angeles, and United Airlines, Chicago, through N. W. Ayer, that city, have signed to co-sponsor pre-and-post game shows bracketing the Giant broadcasts on KSFO San Francisco. Shows, *Giants Warmup* and *Giants Clubhouse*, are both 15 minutes.

BASEBALL FANS • WHTN Huntington, W. Va., will carry live broadcasts of complete Cincinnati Redlegs 1958 schedule. Burger Brewing Co., Cincinnati, through Midland Adv., that city, has signed to sponsor games on WHTN for 11th year.

BUYS GODFREY TIME • Mogen David Wine Corp., Chicago, through Edward H. Weiss & Co., Chicago, signed for 15-minutes of CBS Radio's *Arthur Godfrey Time* for 52 weeks starting March 10.

CUSTOM-TAILORED CAMPAIGN • Sturdy Dog Foods, Burbank, Calif., has launched radio campaign in southern California hinged on the word "climatized" stressing that its product is prepared locally and therefore is fresher and that it is tailored to the nutritional needs of southern California dogs. Radio stations KBIG Avalon (Catalina), KXLA Pasadena and KFI, KFWB, KLAC, KMPC and KPOL Los Angeles are carrying the Saturday announcements, prepared and placed by Dan B. Miner Co., Los Angeles. Two stations in Sacramento, Calif., KCRA and KGMS, will also carry spots for Sturdy, marking beginning of northern California campaign.

RADIO DEBUT • National L. P. (liquid petroleum) Gas Council, Chicago, in its initial use of radio, has bought five 5-minute newscasts each weekend for 26 weeks on MBS, starting April 13, ordering Friday and Saturday 11:30 a.m., Saturday 11:30 p.m., and Saturday and Sunday 6:30 p.m. news programs. Council, through McCann-Erickson, Chicago, is presenting an institutional advertising campaign in behalf of its member dealers throughout country.

'BIRD' WATCHERS • Gunther Brewing Co. and Esskay Meat Products, both Baltimore, have signed with WTOP Washington to broadcast 100 Baltimore Oriole season games, seven pre-season games. Schedule starts March 29, runs through Sept. 28. Gunther agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.; Esskay agency: Van Sant, Dugdale & Co., Baltimore.

HARVARD'S HARD SELL

In what is believed to be the first purchase of network radio time by a university, Harvard College, Cambridge, Mass., last week purchased an hour of CBS Radio time for March 28. Purposes: to enlist financial support for Harvard which seeks $81 million, to dispel the notion that Harvard teaches from an ivory tower and to "sell" Americans on supporting all liberal colleges.

The program will feature such "talent" as Defense Secretary Neil H. McElroy; Harvard president emeritus, Dr. James B. Conant, critic John Mason Brown; conductor-composer Leonard Bernstein; the Harvard Glee Club, and others. President Nathan M. Pusey, CBS Radio officials said last week, "will deliver six hard-sell commercials" on behalf of the college. Also scheduled: remote hookups from the ocean floor, from mountain tops and other ingredients to make a "radio spectacular." Agency for Harvard College and the Harvard Fund is BBDO, Boston and New York.

Local Retailers Short in Tv, Says Local Trademarks Exec

The medium-size and small retailers are turning to local radio in increasing numbers but they are taking only feeble strides in the use of television, according to John C. Cryder, vice president of Local Trademarks Inc., New York. The firm has been functioning as a syndicated advertising service to local-level retailers since 1911, incorporating tv into its activities in 1953 and radio last year. Its roster includes 5,300 clients, of which more than 80% use newspapers exclusively. Newspapers formed the solid core of Local Trademarks' business until five years ago.

Local Trademarks is not an agency in the sense that it collects a commission for placing a campaign in a medium. In fact, according to Mr. Cryder, it performs every function but buying the time and space. The organization provides a packaged advertising campaign for any medium a client may select but leaves it to the advertiser to place the campaign.

Fees are computed on the amount of service rendered, the population of the community in which the client conducts his business and the nature of the business. In tv, for instance, the minimum annual rate is $200 for a black and white print of a one-minute filmed commercial, a print of a 20-second film and the client's logo produced and integrated into both prints plus suggested scripts for use on the local station. In radio, the annual cost of the package ranges from $78 to $364 and consists of two discs containing 20 commercials of varying time-lengths, plus suggested scripts. Many clients also subscribe to Local Trademarks' merchandising service to obtain suggestions on exploiting their advertising in radio, tv and newspapers.

The company has set up 22 basic client campaigns with an identifying trademark. As an example, the campaign for plumbers bears the overall insignia of "Little Plumber"; for lumber dealers, "Bill Ding"; for bakeries, "Jimmy Jingle"; for dairies, "Dairy Tales—I Scream Kids." A lumber dealer in Lima, Ohio, for instance, will receive the "Bill Ding" advertising materials for his market exclusively, with suggestions on how to use the copy to build local identification with the trademark.

Mr. Cryder is pleased with the progress of the company's radio service in its first year of operation. He said about 110 clients are using radio, but in contrast, only 25 are utilizing tv. Local Trademarks feels that more and more clients will turn to radio advertising in their communities as they learn how effective and inexpensive this medium can be.

As for television, Mr. Cryder sees no easy solution for the smaller retailer. His organization has consulted with the Television Bureau of Advertising and TvB has cooperated with member tv stations in areas serviced by Local Trademarks clients. Some retailers feel the medium is too costly; others contend the local stations tend to cater more diligently to the needs of the regional and national advertiser, rather than the local client.

Local Trademarks clients spend approximately $15 million in advertising annually, according to Mr. Cryder. But he believes that with effective salesmanship, local-level retailers can be persuaded to increase their budgets for radio, tv and other media.

Hepler Says Ad Liaison Helped To Kill Planned St. Louis Tax

Scuttling of the proposed advertising tax in St. Louis [ADVERTISERS & AGENCIES, Feb. 17], was probably attributable to better mutual understanding of city problems and liaison between advertising and the local legislative body involved, Frank Hepler, vice president of Gardner Adv. Co., told the Madison (Wis.) Advertising Club.

Mr. Hepler, a member of the St. Louis Advertising Club's board of governors, stressed it's not only a civic duty but advertising's concern to maintain better liaison with local legislators. He said:

"We had been lax, both as individuals and as a club, in our concern with the problems of the city. Fortunately, we were able to get our story across . . . and at the same time assure them [board of aldermen] that we understood their problem of raising additional revenues and would support them in any measure that provided for a reasonable distribution of the tax load rather than putting the burden on individual groups."

WALB-TV

COMPLETELY DOMINATES IN

SOUTHWEST GEORGIA

22 COUNTY AREA PULSE*

HIGHEST NIGHTTIME RATING

WALB—44.8 STATION B—11.5

HIGHEST DAYTIME RATING

WALB—18 STATION B—6.1

OVERALL SHARE OF AUDIENCE

WALB—57.6% STATION B—13.6%

ALBANY METROPOLITAN PULSE*

MAXIMUM SHARE OF AUDIENCE 99%

HIGHEST NIGHTTIME RATING 75.0

MINIMUM SHARE OF AUDIENCE 88%

HIGHEST DAYTIME RATING 46.0

BUY EXCLUSIVE COVERAGE OF THIS MARKET WITH

NBC
ABC

WALB-TV

ALBANY, GEORGIA

* Area Telepulse—Dec. 1957
Albany Metro. Pulse—Dec. 1957

Raymond E. Carow, General Manager

REPRESENTED BY VENARD, RINTOUL & McCONNELL, INC., N. Y., SAN FRAN., CHIC., L. A.

Thompson Drops Swift Account; Ken-L Withdrawn From NL&B

J. Walter Thompson Co. and Needham, Louis & Brorby, both figured last week in account resignations of major Chicago-based clients involving $5-10 million.

Thompson Thursday resigned its $3.5 million Swift account (All Sweet margarine, peanut butter, Pard dog food, Jewel oil and shortening, Vigoro and Swiftning), including perhaps 25% in broadcast billings. Earlier in the week (Monday) Quaker Oats Co. served notice on N L & B it was moving the Ken-L dog food account (believed to represent $3-4 million of its overall $16 million advertising outlay) to another agency.

Any JWT exchange of Pard for Ken-L products invited speculation Quaker may shift other products from other agencies, and that Kraft Foods Co. may move margarine, oil and shortening products away from NL&B to Thompson, now that Swift is out. (Swift and Kraft margarine and shortening represent conflicting products.) JWT already handles Quaker's Aunt Jemima line.

Quaker has several agencies, but those contacted by BROADCASTING (Clint E. Frank for flours, macaroni and Fluffo mixes; Wherry, Baker & Tilden, for Quaker oats, cold cereals, feeds, and others) denied knowledge of a further product realignment. R. S. MacDonald, Quaker advertising manager, declined to confirm the Ken-L switch or comment on any company plans.

100 Southwestern Admen Attend Three-day Convention in Dallas

The Southwest Council of the American Assn. of Advertising Agencies concluded a record-size annual meeting in Dallas Feb. 22, bringing together more than 100 executives from 37 agencies in seven states. The council for the first time met concurrently with the Southwestern Assn. of Advertising Agencies during the three-day convention.

Frederic R. Gamble of New York,

FREDERIC R. GAMBLE *(l), president of the American Assn. of Advertising Agencies, was presented with his own registered 4A cattle brand at the annual meeting of the organization's Southwest Council last month in Dallas. Morris Hite, president of the Tracy-Locke Co., Dallas, and new chairman of the council, made the presentation.*

AAAA president, and Melvin Brorby of Needham, Louis & Brorby Inc., Chicago, board chairman of the organization, headed the list of speakers at the Dallas meeting. Bryan Houston, chairman of the board, Bryan Houston Inc., New York, addressed the final luncheon.

Other speakers at convention sessions:

Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco; Arthur Rippey, president, Rippey, Henderson, Bucknum & Co., Denver; Lawrence O. Holmberg, vice president, Compton Adv. Inc., Chicago; John Baxter, creative director of Earle Ludgin & Co., Chicago; Robert Parker, creative director, Erwin Wasey, Ruthrauff & Ryan, Dallas; James Anderson, executive vice president, Crook Adv. Agency, Dallas; Howard Neumann, Lowe Runkle Co., Oklahoma City, and Bertram J. Lange, manager of marketing services, *Life* magazine, New York.

Morris Hite, president of Tracy-Locke Co.-Inc., Dallas, was elected to succeed Warren Mithoff of Mithoff Adv., El Paso, Tex., as chairman of the Southwestern Council board of governors. New vice chairman is Joe Wilkinson of McCann-Erickson, Houston, and secretary-treasurer is John Stewart, president of Glenn Adv., Dallas.

Southwestern Assn. of Advertising Agencies elected R. J. Burke of the Dallas agency bearing his name to serve as president, replacing William Finn of Tyler, Tex. Jack Hamilton, president, Alert Adv. Agency, Galveston, Tex., was elected vice president of the SAAA.

Sweeney Urges Agencies to Use RAB's Radio 'Refresher Courses'

There would be wider and more intelligent use of radio by more advertising agencies if they were not "nervous and embarrassed" about how to buy, what to buy and how to use radio effectively once it is bought, Kevin B. Sweeney, president of the Radio Advertising Bureau, told the Southwest Council of the American Assn. of Advertising Agencies at its annual meeting in Dallas Feb. 21.

Mr. Sweeney cited several examples of agencies' lack of knowledge about the "new" advertising medium of radio and suggested that agencies take advantage of RAB's "in-person refresher courses" about 1958 radio. Among the changes in radio, Mr. Sweeney said, are the growing use of pocket radios; the expansion of out-of-the-living-room radio and the new programming formats of radio stations throughout the country.

Two NBC-TV Sales: $2 Million

Standard Brands Inc. and Procter & Gamble placed orders with NBC-TV last week amounting to $2 million in gross advertising revenues. Standard Brands placed a 52-week order for participations in *The Price Is Right* (Mon.-Fri. 11-11:30 a. m.) starting immediately plus renewals of its weekly segment of *Queen for a Day* (Mon-Fri. 4-4:45 p. m.), effective April 15. Procter & Gamble has ordered an additional segment of *Tic Tac Dough* (Mon.-Fri. noon-12:30 p. m.) for 11 weeks starting April 10. P&G also has extended its present sponsorship of the program for 13 weeks effective March 31 as well as two alternate segments of *It Could Be You* (Mon.-Fri. 12:30-1 p. m.), effective the end of April for five programs each. Agencies are Ted Bates & Co. for Standard Brands and Dancer-Fitzgerald-Sample for P&G.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

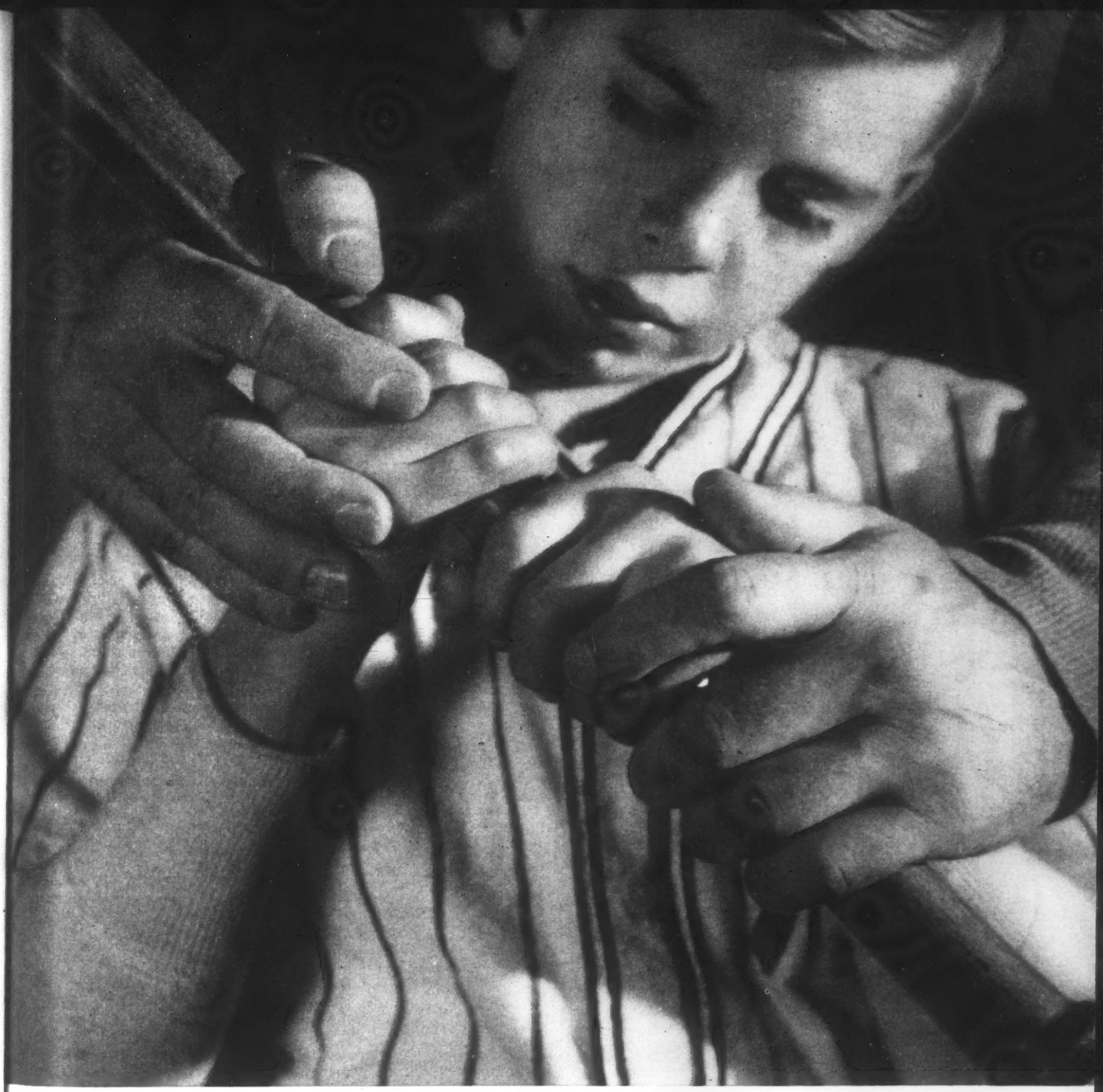
There were 124,051,000 people in the U. S. over 12 years of age during the week Feb. 21-7. This is how they spent their time:

73.7%	(91,426,000) spent	2,038.3 million hours	WATCHING TELEVISION
59.7%	(74,058,000) spent	1,078.3 million hours	LISTENING TO RADIO
85.7%	(106,312,000) spent	413.0 million hours	READING NEWSPAPERS
34.3%	(42,549,000) spent	212.7 million hours	READING MAGAZINES
26.8%	(33,279,000) spent	403.8 million hours	WATCHING MOVIES ON TV
20.7%	(25,709,000) spent	99.4 million hours	ATTENDING MOVIES*

These totals, compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly and quarterly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1958 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

SINDLINGER'S SET COUNT: As of Feb. 1, Sindlinger data shows: (1) 106,991,000 people over 12 years of age see tv (86% of the people in that age group); (2) 41,436,000 U. S. households with tv; (3) 45,521,000 tv sets in use in U. S.



This is the kind of hold our station has on people

How do you measure loyalty?

Not by the bare figure of our daily audience (747,640 TV homes). Not by the lines drawn on our coverage map (41 counties in 3 states). And not by a mere addition of their purchasing power ($3,361,973,000 last year). Here in the WHIO-TV area these figures are most impressive — but how, and to what extent, do they apply to you?

In full measure, we say, from the vantage point of living with our audience. *Its* loyalty is expressed through mail counts and ratings, in which we excel year after year. *Our* loyalty, through programming of many public service features — and through such details as no triple spots.

Let George P. Hollingbery tell you how these dual loyalties transfer in depth to sponsors' effort. He and his rate card mean *exactly what they say.*

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching and Holding 2,881,420 People

Powerful 50,000 watt ***KSL RADIO**

Now this is the kind of ride that advertisers really enjoy:

Coverage that reaches and sells 1,113,000 people in the 111* county Greater Salt Lake Market. And these extra rides are free . . . Complete merchandising programs guided by our expert on sales, Harry Fletcher, to include: surveys, in-store displays, contests, mailings and on-air promotions.

Take advantage of the plus selling that you get only on the Big "K," and get your share of free rides today!

CBS For the Mountain West.

**NCS basic service area.*

voice of the **GREATER SALT LAKE MARKET**

Lewin Asks Campaign to Create New Conception of Advertising

Let's not "run it up the flag pole and see who salutes," but let's build together a "new image of the American advertising man."

This in effect was the plea of agency executive A. W. Lewin (board chairman, Lewin, Williams & Saylor), who called on members of the advertising fraternity last Wednesday to form a volunteer "steering committee" to raise a campaign battle chest among agency services dedicated to creating a new concept of the advertising profession. Mr. Lewin spoke before the New York Kiwanis Club at the Hotel Lexington.

Mr. Lewin said his agency has completed a survey of a representative group of advertising men to determine what kind of personality typifies the field. The results, according to Mr. Lewin, show the advertising man as hard-working rather than hard-drinking, home-living instead of fun-loving, and more importantly—because of the great sums of capital entrusted to him—he is rapidly taking on the image of an all-around management consultant.

The advertising man today, he said, is highly skilled in sales promotion, direct mail promotion, merchandising, marketing research, marketing strategy, media, public relations, diversification—"in the whole broad range of mass salesmanship. The survey points up what we've long suspected: that the advertising executive has become a diagnostician and ranking problem-solver for business and industry."

Byrne Heads MJ&A International

MacManus, John & Adams, Bloomfield Hills, Mich., last week confirmed earlier reports that it is establishing international operations [ADVERTISERS & AGENCIES, Feb. 17]. Headquarters for the new international section will be in MJ&A's New York offices at 444 Madison Ave., and will be headed by John H. (Jack) Byrne, vice president and director.

MR. BYRNE

Mr. Byrne, who has been assistant account supervisor on Dow Chemical Co., is moving to New York to set up the new international operations. MJ&A plans a "network" of affiliated agencies in 35 foreign countries.

Mathes Gets Volkswagen Account

Confirmation of earlier reports that Volkswagen of America Inc., Englewood Cliffs, N. J. (U. S. subsidiary of Volkswagen GmbH Wolfsburg, Germany) would appoint J. M. Mathes Inc. as its first agency [ADVERTISERS & AGENCIES, Feb. 10] was made Friday by the agency upon client instruction.

The account, billing in the neighborhood of $750,000 at the outset, will probably exceed $1 million by the end of the year as Volkswagen drives into radio-tv. Though no

media plans were announced last week, Volkswagen Advertising Director Scott Stewart has maintained broadcast media will play a vital part in Volkswagen's future [ADVERTISERS & AGENCIES, Jan. 20]. J. M. Mathes had vied with 14 other agencies for the account.

Media Buyers Want Basic Facts On Markets, Sales, Survey Shows

Most media men "are working virtually in the dark," lacking basic facts they need to know about markets and sales, according to a survey of media buyers conducted by Eye & Ear Inc., New York, national advertising and promotion service.

Based on a survey of 1,762 broadcast media buyers, the survey showed: 65% of buyers want more sales information; 62% more facts about competitive markets; 52% more facts about competitive position by markets; 20% more facts on sectional basis; 18% more about client's national market position; 78% more about client's distribution problems.

J. M. Kayne, E&E president, said only 53% of media buyers "receive a total advertising budget and decide what portion is to be spent in a given market "despite the fact that a majority want sales, distribution and marketing information." The fact that a buyer isn't given responsibility or credit for the job he is doing may be the key to wasted media dollars, he said.

Two out of three buyers who answered the survey have little or nothing to do with selecting market, with 51% of the market recommendations coming from merchandising executives or account supervisors. The survey showed that 92% of broadcast buyers feel their participation in client-agency meetings would be helpful. All this may be a factor in recent account changers, the survey indicated.

AGENCY APPOINTMENTS

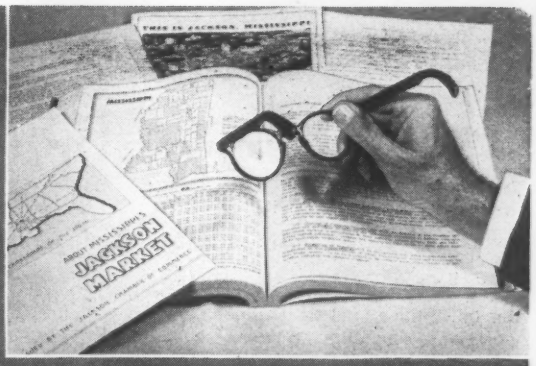
Fannie May Candy Co. (Kitchen Fresh and Frozen Fresh candies), Chicago, appoints H. W. Kastor & Sons Adv. Co., that city, to handle its advertising.

Paul Klein Industries, Santa Monica, Calif., has appointed Carson Roberts Adv., L. A., to handle all its products under "42" label and entire line of Executive toiletries.

Electric Storage Co., Cleveland, has appointed BBDO, that city, as its agency for Exide automotive division, effective April 11. Agency servicing account has been Aitkin-Kynett Co., Philadelphia.

Electro-Voice Inc. (high fidelity equipment, phonograph cartridges), Buchanan, Mich., appoints Herbert Baker Adv. Inc., Chicago, to handle those accounts, plus new Marine Products Div. Mayer, Klann & Linabury, Benton Harbor, Mich., continues to handle microphones and newly-formed instrumentation and communications divisions.

Plastone Co. (Turtle wax, other automotive products), Chicago, appoints Cunningham & Walsh, that city, effective March 1. Account formerly was handled by W. B. Doner Co.



Jackson, Mississippi
THE SOUTH'S FASTEST GROWING TV MARKET

now 233,310*
TV Homes!
*TELEVISION MAGAZINE

It will pay you to keep your eyes on Jackson. With a metropolitan population approaching 175,000, Jackson today has an effective buying income per family of $5735.** WLBT and WJTV blanket this important metropolitan market and all of central Mississippi.

**Sales Management 1957 Survey of Buying Power

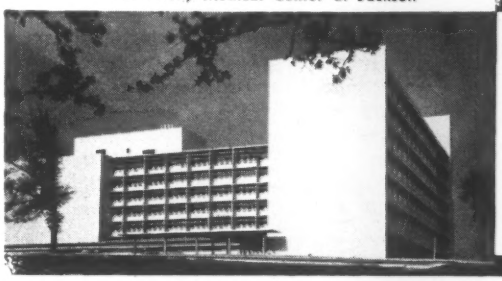
Reach this rapidly expanding market with television . . . two great stations

WLBT
NBC-ABC
CHANNEL 3
Hollingbery

WJTV
CBS-ABC
CHANNEL 12
Katz

Jackson — a progressive, modern city of the New South . . .

• University Medical Center at Jackson



• Typical Mississippi Ante-Bellum Home

. . . Retaining the charm and traditions of the Old South.

FCC BOWS TO HILL, DEFERS PAY TV

Upshot from House, Senate red lights: no action till Congress adjourns

The FCC last Wednesday put off any action on applications to conduct trial pay-tv operations, heeding pointed suggestions from the Senate and House Interstate & Foreign Commerce Committees. The step was taken just three days before its scheduled date to start processing applications, though only one informal request had been received.

This decision commits the Commission not to do anything about pay tv applications until 30 days after Congress adjourns. It was adopted 5-0, Comrs. Mack and Ford not participating.

The Senate Commerce Committee on Feb. 19 approved a resolution (S Res 251) introduced by Sen. Strom Thurmond (D-S. C.) calling on FCC not to authorize on-the-air pay tv without a definite nod from Congress [GOVERNMENT, Feb. 24]. The resolution has gone to the Senate leadership where its fate awaits action by the Democratic Policy Committee.

The House committee acted Feb. 6, adopting a resolution pointing out it would not be in the public interest to grant pay-tv operations as proposed by the FCC Oct. 17, 1957, in Docket 11279 [GOVERNMENT, Oct. 21, 1957]. This resolution had questioned the FCC's right to license pay-tv operations and noted the possibility that a part of the present tv system might be blacked out. The resolution had called on the FCC to refrain from issuing permits unless the Communications Act of 1934 is amended to provide specific power for such grants.

FCC's announcement pointed out that numerous bills and resolutions have been introduced in both houses of Congress to ban or restrict pay-tv grants. It said the Commission had been informed by Chairman Oren Harris (D-Ark.) of the House committee that the group intends to hold hearings on pay-tv legislation pending before it. Similarly, the Senate group intends to hold hearings on pending measures. FCC said, significantly, "In these circumstances, until Congress acts on the pending bills or it becomes reasonably evident that no action may be expected on them, we consider it appropriate to maintain the status quo. Prohibition legislation would, of course, moot this entire proceeding. If Congress should decide to give express authorization to the Commission to authorize subscription television operations on a trial or any other basis it may be necessary to modify the conditions set out in the First Report, depending on the requirements laid down in any legislation on this subject."

Two additional bills prohibiting pay-tv operations have been introduced in the House—HR 10826 by Rep. Arch A. Moore Jr. (R-W. Va.), and HR 10978 by Rep. Alvin E. O'Konski (R-Wis.). Both would amend the Communications Act to ban pay-tv grants.

Sen. Russell B. Long (D-La.) said Monday there has been "a tremendous amount of misrepresentation" about pay-tv. Explaining he is not a pay-tv advocate, Sen. Long could see "no reason whatever why the public should not have the opportunity to look at pay-tv and decide for itself whether it wishes to have pay-tv permanently."

In a letter to FCC Chairman John C. Doerfer, Sen. Long suggested some tv station licensee may have violated the law by presenting one-sided versions of the controversy. Chairman Doerfer replied that the Commission is studying the letter and plans to submit a full reply.

James M. Landis, Skiatron Electronics & Television Corp. attorney who has been highly vocal in his efforts on behalf of pay-tv, called the House Commerce Committee's request for FCC to hold off issuance of pay-tv grants "a brazen effort" to exert pressure on an independent commission "to dispose of a matter before that Commission in accordance with the dictates of a group of Congressmen."

Mr. Landis added, "The very subject of industry pressure and Executive pressure upon independent commissions is now supposedly under investigation by this same committee who themselves, however, are trying to put pressure on the FCC, and tell it how to exercise its quasi-judicial powers." He said the House committee had been subject to intensive lobbying by networks and stations plus thousands of movie theatres.

WATE-AM-TV BEGINS EDITORIALIZING; TOLL TV BECOMES FIRST TARGET

WATE-AM-TV Knoxville, Tenn., took a stand against pay-tv on its 31st anniversary, inaugurating a policy of editorializing. The editorial was aired once on WATE-TV and five times on the radio station. As of Feb. 21 the stations had received 2,220 votes in response to requests for audience views. Of these, 2,214 were against pay-tv, 6 in favor.

W. H. Linebaugh, vice president-general manager, said it is the first combined radio-tv editorial policy in the state. The editorial described how pay-tv works and suggested the pay-tv industry, with "big money" available, could outbid sponsors for top stars and programs. "We neither seek nor wish to enter pay-tv," the editorial stated. "However, if you want pay-tv then we are for pay-tv and will be happy to take your money."

U. S. Asks High Court To Hear NBC Swap Case

The Dept. of Justice last week asked the U. S. Supreme Court to reinstate its antitrust suit against RCA-NBC. The government notified the Supreme Court that it intended appealing the decision of Philadelphia District Judge William H. Kirkpatrick dismissing the antitrust suit against RCA-NBC in the Philadelphia-Cleveland station swap transaction [AT DEADLINE, Jan. 13].

Judge Kirkpatrick ruled the Justice Dept. had no right to bring suit to undo the controversial exchange of stations because the FCC had already approved it and the Commission was the agency established by law to deal with transfers of radio-tv stations.

The government's decision to appeal from Judge Kirkpatrick's ruling virtually came on the heels of its criminal antitrust suit against RCA for patent monopoly [AT DEADLINE, Feb. 24].

In the NBC-Westinghouse case, NBC in 1955 acquired Westinghouse's KYW and WPTZ (TV) Philadelphia in exchange for the network-owned WTAM-AM-FM and WNBK (TV) Cleveland. In addition NBC paid Westinghouse $3 million. Informal charges were made at the time that NBC had threatened to withdraw its affiliations with Westinghouse stations unless Westinghouse agreed to the transaction. These charges were investigated by the FCC and in December 1955 the Commission approved the transfers. The Justice Dept. submitted its case to a grand jury in Philadelphia in 1956, but no indictment was returned. It filed the civil antitrust suit in December 1956.

The government asked not only that the Philadelphia-Cleveland stations be returned to their original owners, but also such divestiture of NBC assets as the court deemed "necessary and appropriate."

Judge Kirkpatrick, in his ruling, told the Justice Dept. that it took the wrong course in filing an antitrust suit after the FCC had approved the transfers. The Justice Dept. should have asked the FCC to reconsider, he said, and failing that could have appealed to the appeals court. But, he added, it was too late to do that now.

N. Y. Bill Would Lift Radio-Tv Ban

A bill (S 2918) has been introduced in the New York State Assembly to lift the ban against telecasting, broadcasting or motion-picture shooting at public or court sessions in which testimony of witnesses is taken as a result of subpoena or other compulsory processes. Author of the bill was State Sen. E. Ogden Bush, president of WDLA Walton, N. Y. The ban was enacted in 1952.

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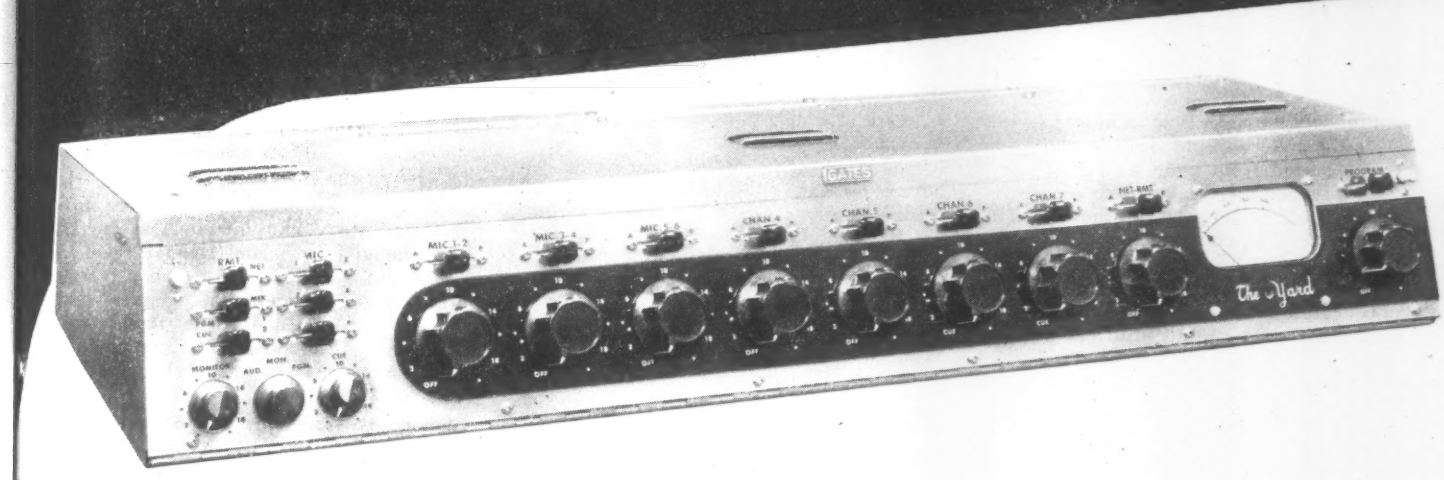

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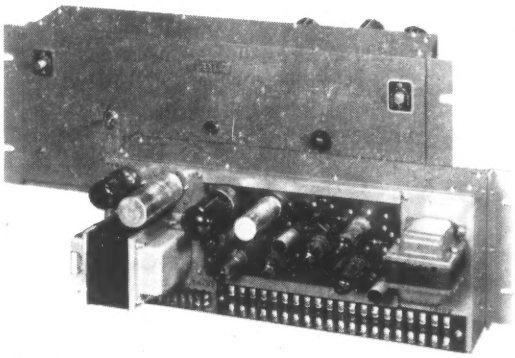

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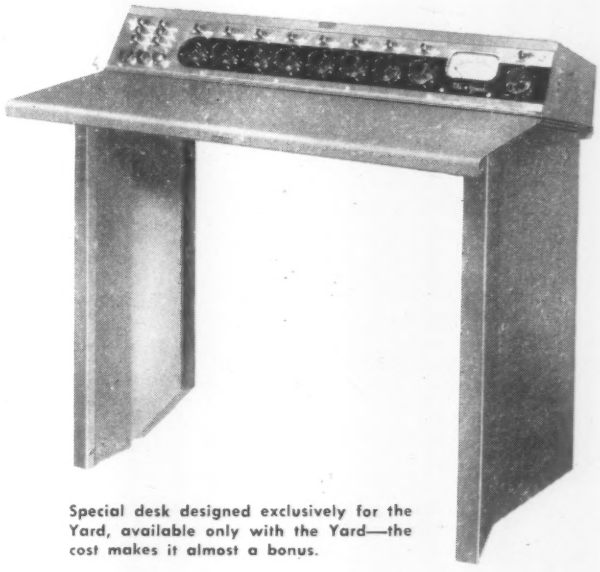

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NETWORKS GET TURN AT BARROW

- **Full Commission back this week from Hill for hearings**
- **FCC sessions on network study may stretch out 30 days**

Television networks and their supporters get their turn at bat this week—with the controversial Barrow Report as the ball.

The long awaited open hearings on the Barrow Report recommendations start this morning and may continue, according to the best estimates, for 30 days.

The FCC will sit *en banc* for the hearings —probably the most siginficant to television since the color and uhf hearings during the freeze period from 1948 to 1952.

The sessions will take place in Hearing Room B of the Interstate Commerce Commission. ICC is on Washington's Constitution Avenue, between 12th and 14th Sts.

The decison to maintain the Barrow Report hearing schedule was reaffirmed late last week and relayed to all principal witnesses by FCC Chairman John C. Doerfer.

There was a report earlier last week that the Commission might postpone the hearings. Informal requests to the Commission to do this had come from networks and other witnesses. About the middle of last week it was rumored that Rep. Oren Harris (D-Ark.), chairman of the House Legislative Oversight Committee, had asked the Commission to hold itself in readiness to appear before his committee in the middle of this week or later.

It was understood, however, that Chairman Doerfer had received assurance from Mr. Harris that the commissioners would not be required on the Hill this week.

The first witnesses will be network spokesmen. Each network will be permitted two days to put its case in the record.

ABC leads off with witnesses pared from the orginal eight to four. The four are Leonard H. Goldenson, Oliver Treyz, Alfred Beckman, Selig Seligman.

Following ABC, the CBS contingent will be on the stand. CBS will be followed by NBC representatives.

CBS spokesmen will be Frank Stanton, Merle S. Jones, Richard S. Salant and William B. Lodge.

NBC witnesses will be Robert W. Sarnoff, David C. Adams, Hugh M. Beville, Walter D. Scott, Charles R. Denny, Thomas B. McFadden, William N. Davidson (WRCA-TV New York), Jules Herbuveaux (WNBQ [TV] Chicago), Lloyd E. Yoder (WRC-TV Philadelphia), Thomas C. McCray (KRCA [TV] Los Angeles), Carleton D. Smith (WRC-TV Washington), Charles C. Bevis (WBUF [TV] Buffalo), and Peter B. Kenney (WNBC [TV] New Britain).

According to present plans, each of the network representatives will be permitted to put in direct testimony without interruption—except for clarifying questions from the commissioners and Broadcast Bureau counsel. Broadcast Bureau counsel will then question the witness, following which the individual commissioners will interrogate.

Broadcast Bureau counsel are Robert J. Rawson, on leave from his duties as chief of the bureau's hearing branch, and Herbert M. Schulkind, assistant chief of the bureau's rules and standards division.

Hours for the first week of hearings are 10 a.m.-12:30 p.m., and 2-4:30 p.m.

The second week of hearings will hear group owners, including J. H. Whitney Co., Meredith Publishing, RKO Teleradio, Southwestern Publishing, Storer, Time Inc., Westinghouse [For list of witnesses, see GOVERNMENT, Feb. 24, 17].

The Barrow Report culminated more than two years' study and investigation by U. of Cincinnati Law School Dean Roscoe L. Barrow and a staff of more than a dozen, with an appropriation from Congress that amounted to $221,000. The report was issued last October and recommended slashing changes in network practices [LEAD STORY, Oct. 7, 1957].

Among the recommendations were:

- Networks should be licensed directly by the FCC.
- Option time and must-buy station lineups should be outlawed.
- Networks should be prohibited from acting as national spot representatives for stations other than their own.
- Controls should be imposed to prevent networks from influencing affiliates in spot rates classifications or in program time clearances.
- Multiple ownership rules should be revised to forbid any one entity from owning more than three vhf outlets in the top 25 markets.
- More weight in deciding comparative hearing cases should be given to local ownership and diversity of ownership.
- Station sales should be required to be for cash, so others may submit comparable bids and be admitted to comparative hearing with the original purchaser.
- Networks should be required to make public all affiliation contracts and terms of compensation with affiliates.
- The FCC should have the power to levy fines against stations for infractions of rules.
- Networks should be required to place programs on non-affiliates if requested by sponsors or if affiliates fail to clear. They also should be required to place programs on stations in markets covered by affiliates if desired by the sponsor who wants exposure in overshadowed areas.

Although the Barrow Report was issued last October, one section, that on programming, was not included. This is still being written by a cadre of network study staffers, including Warren Baum, Ashbrook Bryant and John Tierney. They constitute the Office of Network Study, which was made part of the Broadcast Bureau when the Network Study staff disbanded last fall. Mr. Baum is chief of ONS.

1/4

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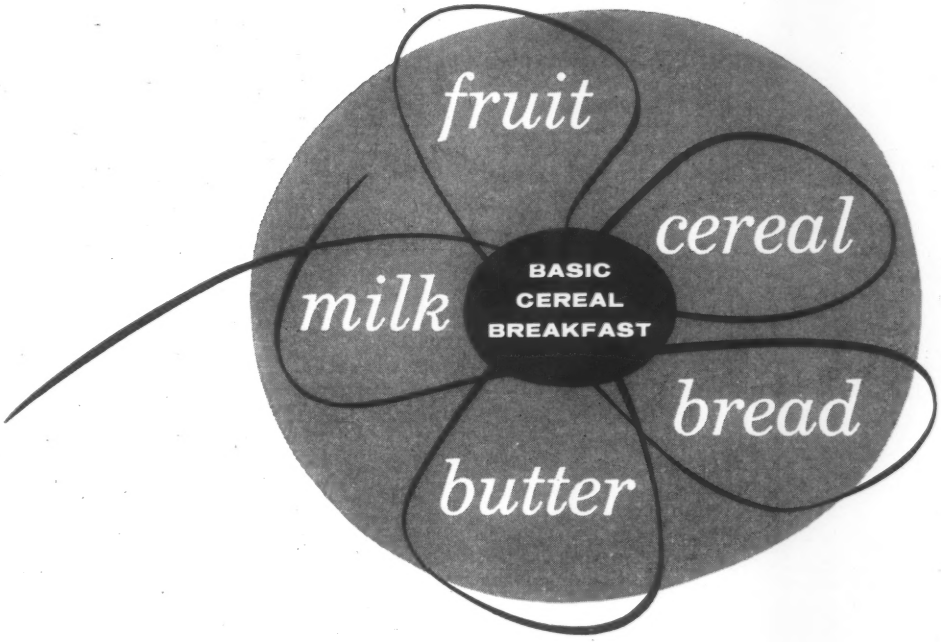

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The Iowa Breakfast Blood Sugar Studies proved that a basic cereal and milk breakfast providing about 20 gm. mixed plant and animal protein (cereal and milk) provided quick and lasting energy throughout the early and late morning hours. As shown in the table below this morning meal is *low in fat* and provides well-balanced nourishment.

basic cereal low-fat breakfast pattern

Orange juice, fresh, ½ cup,
Cereal, dry weight, 1 oz.,
with whole milk, ½ cup, and sugar, 1 tsp.,
Bread, white, 2 slices, with butter, 1 tsp.,
Milk, nonfat (skim), 1 cup,
black coffee

Nutritive value of basic cereal breakfast pattern

CALORIES	502	VITAMIN A	600 I.U.
PROTEIN	20.5 gm.	THIAMINE	0.46 mg.
FAT	11.6 gm.	RIBOFLAVIN	0.80 mg.
CARBOHYDRATE	80.7 gm.	NIACIN	3.0 mg.
CALCIUM	0.532 gm.	ASCORBIC ACID	65.5 mg.
IRON	2.7 mg.	CHOLESTEROL	32.9 mg.

Note: To further reduce fat and cholesterol use skim milk on cereal which reduces Fat Total to 7.0 gm. and Cholesterol Total to 16.8 mg. Preserves or honey as spread further reduces Fat and Cholesterol.

Bowes, A. deP., and Church, C. F.: Food Values of Portions Commonly Used. 8th ed. Philadelphia: A. deP. Bowes, 1956.
Cereal Institute, Inc.: The Nutritional Contribution of Breakfast Cereals. Chicago: Cereal Institute, Inc., 1956.
Hayes, O. B., and Rose, G. K.: Supplementary Food Composition Table. J. Am. Dietet. A. 33:26, 1957.
Cereal Institute, Inc.: A Summary of the Iowa Breakfast Studies. Chicago: Cereal Institute, Inc., 1957.

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JUSTICE EYES TALENT AGENTS

- **MCA, William Morris under antitrust investigation**
- **Publisher, composer complaints against BMI also involved**

The Dept. of Justice has decided to rip the veil from the shadowy figure of the 10 percenter—the talent agent.

Victor R. Hansen, assistant attorney general in charge of the government's antitrust division, acknowledged last week that an investigation has begun and that it includes the giant Music Corp. of America, the William Morris Agency—and BMI.

Mr. Hansen was not explicit on why BMI was included in the talent agency roster. He stated that complaints have been received by the Justice Dept. alleging that unless composers are represented by big talent agencies they cannot seem to get their songs published or played over the air.

MCA was most recently in the news with its $50 million purchase of Paramount Pictures' 750-film, pre-1948 libary for tv showings [AT DEADLINE, Feb. 10].

The government's investigation paralleled an interest in talent agencies and the MCA film acquisition by Sen. Joseph O'Mahoney (D-Wyo.) [CLOSED CIRCUIT, Feb. 24]. Sen. O'Mahoney is a member of the Senate Judiciary Committee and is chairman of its subcommittee on copyrights, trademarks and patents. He is also active on the Judiciary's antitrust subcommittee.

Neither the Music Corp. of America nor the William Morris Agency professed to know about the investigation as of late last week. Neither had heard from the Justice Dept., it was said.

Morris Schrier, vice president of MCA in charge of legal affairs, said MCA had not had notice of an antitrust inquiry.

Michael Halpern, attorney for William Morris, stated, "We have not had a word" from the government. "It's all pretty foreign to us at the moment," he added. He indicated that when William Morris knows what it is that the government is preparing against the agency it would then be prepared to issue a statement.

Talent agencies, of which MCA and William Morris are the acknowledged leaders, represent performers who account for up to 90% of the names in television. This is in addition to their representation of talent in the stage, screen and night club fields. Their take from television alone is estimated to be about $50 million a year [LEAD STORY, Oct. 21, 1957].

The investigation has been underway for some time, Mr. Hansen told BROADCASTING last week. It grew out of the Justice Dept.'s interest in all facets of the entertainment business, he added.

The investigation primarily will concern television and records, Mr. Hansen stated. He emphasized that this was a preliminary investigation and was not based on specific complaints or indictments. He did admit, however, that the department had received "numerous" complaints from small music publishers claiming that they could not get their music played on the air.

The Justice Dept.'s chief trust buster also alluded to testimony given to Congress two years ago which alleged that 90% of the music played on radio and tv consisted of BMI tunes. He referred, he said, to the hearing conducted by the Celler Antitrust Subcommittee in September 1956.

The Justice Dept. study will look into the relations of the talent agencies "one to each other," Mr. Hansen stated, as well as what effect these relationships, if any, have on individual composers, writers and actors and their work.

The Justice Dept.'s interest in talent agencies, Mr. Hansen recalled, is an offshoot of its investigation into tv network practices. One of the areas which has been mined, Mr. Hansen said, has been networks' alleged control of talent. The Justice Dept., Mr. Hansen stated several months ago, is waiting to see the outcome of the FCC's Barrow Report hearings before making any moves in that direction. The hearings on the Barrow Report begin today in Washington before the FCC *en banc* (see separate story, page 64).

The Justice Dept. has filed an antitrust suit against a number of tv film producers, alleging that they required tv stations to buy films in packages. This was outlawed in the Paramount Pictures antitrust consent decree in 1941. This suit is still pending.

FTC Hears Tobaccomen On Cigarette Testing

The government is setting its own filter trap to catch unreliable cigarette advertising claims. It is doing this with the help of the proposed victims—major tobacco manufacturers—which sent executives and research directors to Washington last week for two days of hearings at the Federal Trade Commission. Independent laboratories also were represented.

They were invited to suggest standards for measuring content of tar and nicotine—which many cigarettes claim to have "less" of than competitors. Presumably, when the FTC decides on a set of standards, advertising copy will be regulated more carefully on filtration and specific tar and nicotine claims.

Witnesses in Washington Wednesday and Thursday described their own testing methods—mechanical smoking machines, butt lengths used, standards for frequency and duration of puff, etc.—all set up with the "average smoker" in mind. The FTC also has to protect the "ultimate" or excessive smoker, however, it was emphasized by Charles E. Grandey, director of the bureau of consultation, as hearings got underway. Tobaccomen who testified didn't have any ready ideas on how to protect the "ultimate smoker." Setting up such criteria involves such imponderables as ultimate butt length, how much smoke the ultimate consumer takes into his mouth, how frequently, how long, etc. British smokers, it was revealed during testimony, smoke cigarettes to a butt several millimeters shorter than the average U. S. smoker.

The goal of the FTC during its hearings on cigarettes is to back up a portion of its 1955 advertising guides which forbid direct or implied claims about nicotine and tar content without competent scientific proof. The guides go on to note that this applies to filter comparisons as well. After testing criteria are established, the consumer should "be able to know in milligrams what he receives," in the way of nicotine, tar and other substances in cigarette smoke, it was stated at the hearing last week.

The hearings got underway one week after a report by the House Committee on Government Operations severely criticizing the FTC for its regulation of filter cigarette advertising and saying that FTC "failed in its statutory duty" to prevent deceptive practices.

Tobacco representatives indicated a willingness to adopt whatever standards the commission adopts. Spokesmen for the American Medical Assn. and the Consumers Union commended the FTC for its effort in this field.

The FTC invited those interested to submit additional comments during the 30 days following the hearing.

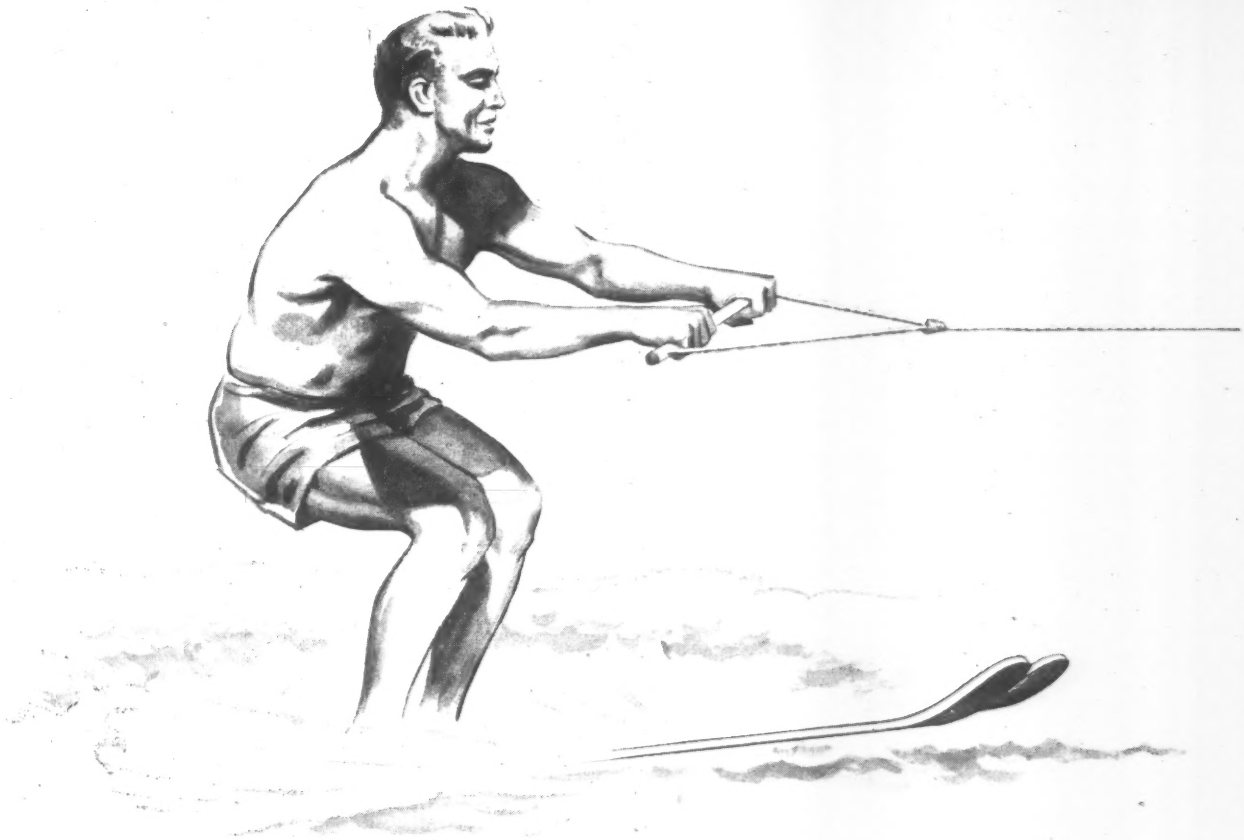
Participants, in addition to independent laboratory people, were representatives of the country's 10 major cigarette companies: American Tobacco Co., Brown & Williamson Tobacco Corp., Larus & Bros., Liggett & Myers Tobacco Co., P. Lorillard Co., Philip Morris Inc., R. J. Reynolds Tobacco Co., Riggio Tobacco Corp., Stephano Bros. and United States Tobacco Co. Tobacco trade groups also sent observers as did several government agencies, including the U. S. Public Health Service, which in June 1957 issued a report linking "excessive" cigarette smoking with lung cancer.

NLRB Examiner Favors KTRB

A charge against KTRB Modesto, Calif., filed with the National Labor Relations Board by National Assn. of Broadcast Employes & Technicians, would be dismissed under a recommendation by NLRB Trial Examiner Howard Myers. The examiner found the station had not engaged in an unfair labor practice when it discharged a combo man who left the transmitter unattended. He found also that a wage increase had not been granted to induce employes to refrain from joining the union.

Utah Vhf Grant to Cache

The FCC Thursday announced grant of a construction permit to Cache Valley Bcstg. Co., Logan, Utah, for a new tv station to operate on ch. 12 with 2.95 kw visual and 1.48 kw aural. Estimated construction cost is $49,600. Both first year operating cost and revenue are to be approximately $35,000. Among the owners: President Herschel Bullen (41.6%), realtor, and Secretary-Treasurer Reed Bullen (31.5%), general manager of KVNU Logan, which is owned by Cache Valley.



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	WKZO	Station "B"	Station "C"
6 A.M.-12 NOON	35	20	9
12 NOON-6 P.M.	30	21	10
6 P.M.-12 MIDNIGHT	29	21	10

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** Lyle Lee, Galatia, Illinois, set this record in 1955.*

CBS Gets Ch. 4 Okay; Ch. 11 Action Deferred

The FCC last week worked out a solution in the much-disputed case of chs. 4 and 11 in St. Louis. The Commission in effect told CBS it was all right to close its $4 million purchase of ch. 4 KWK-TV St. Louis and at the same time, it put ch. 11, which the network had won in comparative hearing, on ice.

The Commission announced that within 60 days following the issuance of a final and "unappealable" order terminating the ch. 11 court proceeding, the FCC will tell CBS what to do about ch. 11.

Late last year, CBS bought ch. 4 KWK-TV for $4 million, intending for it to become KMOX-TV, and tossed ch. 11, which it had acquired in a long, drawn out comparative hearing, to one of the unsuccessful applicants, 220 Television Inc. 220 Television then proceeded to make an agreement with two other unsuccessful applicants whereby each will share in owning ch. 11 [STATIONS, Oct. 28, 1957].

St. Louis Amusement Co., which had dropped out of the hearing over ch. 11 in the belief that CBS had the contest sewed up, took its grievance to the U. S. Court of Appeals in Washington and obtained a temporary stay against consummation of the ch. 11 deal [GOVERNMENT, Jan. 6]. Last week the court refused an FCC appeal to reverse itself, and the stay continues.

St. Louis Amusement Co. for its part, last week asked the Commission to declare ch. 11 "forfeited" and to deny CBS' request for an extension of time to construct on that channel.

The entire ch. 4 and 11 case is made more complex by the fact that another station sale in St. Louis depends upon its outcome. The *St. Louis Globe-Democrat*, which has purchased 25.2% of KTVI (TV) St. Louis, must wait until the sale of KWK-TV goes through to complete its own purchase. The newspaper owns 23% of the KWK-TV selling group.

Babcock to FTC Executive Director

Harry A. Babcock, director of the Federal Trade Commission's bureau of investigation, has been appointed executive director of the agency, it was announced last week by FTC Chairman John W. Gwynne. He succeeds Alex Akerman Jr., who resigned to enter private law practice. In his new post he will coordinate work of the investigation, litigation and economics bureaus in case development and prosecution in addition to directing commission service activities. Mr. Babcock's successor has not been announced.

Shift in ch. 13 Contested

The New Jersey General Assembly, with the Senate concurring, has adopted a resolution urging FCC to retain ch. 13 Newark as a New Jersey channel. Ch. 13 WATV (TV) Newark is the only vhf station allocated to New Jersey and the only tv station operating in the state. The station was sold, along with WAAT-AM-FM Newark, late last year for $3.5 million to National Telefilm Assoc. and awaits FCC approval [GOVERNMENT, Nov. 4].

The Board of Regents of the U. of the State of New York has asked FCC to delete ch. 13 from New Jersey and assign it to New York for educational use.

Reluctant McClatchy Withdraws From Proceeding on KBET-TV

An apparently weary McClatchy Newspapers, onetime applicant for ch. 10 in Sacramento, Calif., received permission from FCC Chief Hearing Examiner James D. Cunningham last week to withdraw from proceedings on the application of Sacramento Telecasters Inc., which won ch. 10 (now KBET-TV), for a modification of its construction permit. The KBET-TV application is retained in hearing status, however.

The Commission grant of ch. 10 to Sacramento Telecasters in late 1954 was upheld by the courts a year later. Shortly after the grant, Sacramento Telecasters received FCC permission to modify its cp by moving its transmitter site and decreasing antenna height. Late in 1956, the U. S. Court of Appeals told the FCC to give McClatchy an evidentiary hearing on its objection to the KBET-TV cp modification [GOVERNMENT, Oct. 22, 1956].

The FCC ordered an evidentiary hearing on "seven narrow issues," according to an unsatisfied McClatchy. The Commission turned down a McClatchy request for a change in hearing examiners. McClatchy had had enough. ". . . [we] will be required to proceed to hearing before an examiner who has no familiarity with the history of this proceeding," declared McClatchy, "upon issues so narrow as to make the hearing all but meaningless . . . therefore McClatchy . . . extremely reluctantly . . . withdraws."

WMUR-TV Gets License Renewal

The FCC last week made effective immediately a Jan. 28 initial decision by Hearing Examiner Jay A. Kyle [GOVERNMENT, Feb. 3] and granted the applications of The Radio Voice of New Hampshire Inc. for renewal of license and for license to cover the present operation of WMUR-TV (ch. 9) Manchester, N. H. Television for New Hampshire Inc. had requested a construction permit for a new tv station to operate on ch. 9 in Manchester. In hearing last January, Television of New Hampshire asked for dismissal of its application, stating that it had received no financial consideration for withdrawing.

Conelrad Storm System Launched

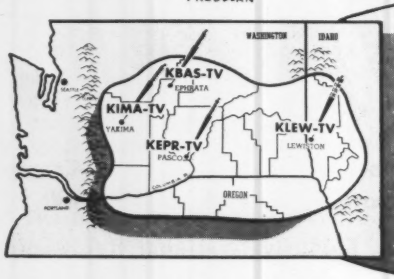
The Conelrad system was used last Wednesday for the first time in Louisiana to warn of an approaching tornado, the FCC has reported. A report on the tornado at Hosston, La., activated Conelrad, which was activated through the facilities of KWKH Shreveport. The special Conelrad emergency equipment in KWKH sent the tornado warning to other stations in the area.

Get it, Smidley . . . EXCLUSIVE! This KIMA-TV with its satellites is not just number one in the market . . . but the ONLY one in the market. Ever see such a neat, one-buy, four-station, three-state package? A big market—over 500,000. A wealthy market—nearly a billion dollars. It's enough to make the average time-buyer do flip-flops. Right, Smidley? Right!

Quite a market . . .

Eating and drinking....$45,126,000
Lumber and building materials..$87,656,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR—TV, Pasco, Wash.
KLEW—TV, Lewiston, Idaho
and KBAS—TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION
PACIFIC NORTHWEST: MOORE & ASSOCIATES

"I start the week with Ad Age..."

says **BARNEY BRIENZA**
Advertising Manager
Pabst Brewing Company

"The beer business is as competitive as they come, and to do a proper job we have to be on top of everything that's going on in the advertising and merchandising world. I've found that Advertising Age is the one best source for this information. It has become a habit with me to start the week with Ad Age."

You can count on it: most of the advertising executives of importance to you start each week "in conference" with Advertising Age. More than a news journal, Ad Age spotlights and clarifies the issues affecting the selection of today's markets and media. That's why you'll find those who *influence* as well as those who *activate* major broadcast decisions are enthusiastic Ad Age readers.

Take the Pabst Brewing Company, for example. Among the leaders in its field, Pabst spent almost $1,300,000* on spot television alone during the January-September period of 1957, with an additional total of about $1,500,000** allocated to network tv time over the first ten months of last year. Sparked by its new slogan, "Pabst makes it perfect," the brewing company plans putting special emphasis on the use of both tv and radio spots during 1958.

Every Monday, 27 *paid-subscription copies of Ad Age* are "first order of the week" for Pabst marketing executives. Further, 28 *paid-subscription copies* reach decision-makers at Norman, Craig & Kummel, Inc., the brewer's agency.

Add to this AA's more than 39,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 11,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 145,000 — and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*N. C. Rorabaugh Co. for Television Bureau of Advertising
**Publishers Information Bureau

BARNEY BRIENZA

Armed with a diploma from the Pratt Institute, Mr. Brienza began his advertising career more than twenty-five years ago in the art department of Hoffman Beverages, a subsidiary of the Pabst Brewing Company since 1946. During the five years he served as Pabst art director (1951-1956), he was responsible for a number of awards to the company for excellence of design in point of sale, billboard and other advertising art. In 1956, he was named advertising manager of the brewing firm. Though his present position is concerned with all phases of advertising, Mr. Brienza still stresses his interest in art as an after-hours painter and cabinet maker. He paints both in oils and in water colors, and has produced still lifes, portraits and landscapes.

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MORE INTEGRITY BILLS SUBMITTED

Two more bills to impose integrity on public officials went into the Congressional hopper last week, as numbers of senators and congressmen took to the floor to urge legislated codes of ethics for federal officers and employes.

Rep. Charles A. Wolverton (R-N.J.), senior Republican member of the House Commerce Committee, introduced HR 11022 which would make it unlawful for anyone to try to influence the vote, decision or action of a federal regulatory agency.

Sen. Wayne Morse (D-Ore.)—who has already called for a Senate investigation of influence on regulatory agencies—submitted S 3346 requiring the filing of annual financial statements with the Comptroller General by all members of Congress, officers and employes making more than $10,000 yearly, all members of the military service with the rank of colonel or above or the equivalent in other arms, and the chairmen of the national committees of political parties.

Two weeks ago Sen. William Proxmire (D-Wis.) introduced a bill (S 3306) which would prohibit a government employe from accepting gifts from persons doing business with them, with penalty of $5,000 fine or a year in jail or both [GOVERNMENT, Feb. 24].

Mr. Wolverton's bill would attack influence on regulatory agencies by forbidding (1) the giving of money, gifts, loans, services or favors; (2) enlisting the influence or intercession of members of Congress or other public officers or by the use of threats of political or personal reprisal; (3) by marked attention and unusual hospitality; (4) by communicating privately on a case.

The bill would also make it unlawful for a member or an employe of a federal agency to (1) engage in any personal business transaction with any person who has pecuniary interest in any case; (2) accept money, gifts, loans, etc.; (3) divulge confidential information to unauthorized persons, and (4) "become unduly involved, through unusual hospitality uncalled for and unwarranted by the personal relations of such member or employe with any person, or representative of any person, who has any pecuniary interest in any case, proceeding or other matter pending before any member or employe."

Penalty for infraction would be $2,000 or three years in jail, or both. The bill was referred to the House Commerce Committee.

Sen. Morse's bill would require the filing of yearly statements with the Comptroller General regarding the income, assets, and dealings in securities and commodities of all senators and representatives, each officer and employe of the government making $10,000 yearly or more, military officers with the rank of colonel or its equivalent or above, and the chairman of the national committees of political parties.

Penalty for violation would be $2,000 fine or five years imprisonment or both.

The Morse suggestion was endorsed by Sens. Richard L. Neuberger (D-Ore.), Joseph S. Clark (D-Pa.), Frank J. Lausche (D-Ohio), and Paul H. Douglas (D-Ill.).

Rep. Stewart L. Udall (D-Ariz.) suggested that each regulatory agency draw up a code of ethics that would include the following:

- All communications to individual commissioners concerning applications be made part of the public record.
- Limit inquiries from congressmen and senators or the executive branch to requests for status reports on pending applications, or simple appeals to expedite action.
- Declare all forms of intervention improper and impose "harsh" penalties on applicants employing them.

Most agencies have codes for their employes. The FCC has one. Its first paragraph reads as follows:

"The effectiveness of the Commission in serving the public interest depends upon the extent to which the Commission holds the confidence and esteem of the Nation's citizens. To hold the public confidence, the officers and employes of the Commission must not only obey the literal requirements of the federal laws and orders governing official conduct, but also must show by their conduct that they support the ethical principles which underlie these laws and regulations. This means that each of us must do his part in maintaining the reputation of the Commission by conducting himself at all times in such a manner that his actions will bring credit upon the Commission and the Federal service."

The FCC code also says this about accepting "gratuities":

"No employe may accept or agree to accept, directly or indirectly, any favor, gift, loan, free service or other item of value from any outside organization or person if it may be reasonably inferred that it is intended to reward or influence the employe's official actions. . . . Nor is this rule meant to unduly restrict an employe's social activities. Each employe must judge for himself whether his social activities may or may not compromise or appear to compromise his position as a public servant."

It also quotes the Communications Act provision barring commissioners or employes from engaging in any business connected directly or otherwise with the communications and broadcasting fields. Various other government agencies have similar codes of ethics for employes, but there are others which also have published general rules for practitioners. One such is the Interstate Commerce Commission, whose rules are considered the standard.

The basic criterion for conduct before the ICC, the manual states, are the standards of ethical conduct required of attorneys practicing in courts.

The ICC code bluntly states that it is unethical for a practitioner "to attempt to sway the judgment of the Commission by propaganda, or by enlisting the influence or intercession of members of the Congress or other public officers, or by threats of political or personal reprisal."

It also admonishes practitioners not to attempt personal influence on the Commission. "Marked attention and unusual hospitality," it states, ". . . uncalled for and unwarranted by the personal relations of the parties, subject both to misconstruction of motive and should be avoided. A self-respecting independence in the discharge of duty, without denial or diminution of the courtesy and respect due the official station is the only proper foundation for cordial personal and official relations between Commission and practitioners."

Private communication with the Commission is out, according to the ICC code. This section reads as follows:

"In the disposition of contested proceedings brought under the Interstate Commerce Act the Commission exercises quasi-legislative powers but it is nevertheless acting in a quasi-judicial capacity. It is required to administer the Act and to consider at all times the public interest beyond the mere interest of the particular litigants before it. To the extent that it acts in a quasi-judicial capacity, it is grossly improper for litigants, directly or through any counsel or representative to communicate privately with a commissioner, examiner or other representative of the Commission about a pending case, or to argue privately the merits thereof in the absence of their adversaries or without notice to them. Practitioners at all times should scrupulously refrain in their communications to and discussions with the Commission and its staff from going beyond ex parte representations that are clearly proper in view of the administrative work of the Commission."

Other sections of the ICC code urge practitioners to restrain clients from improprieties, forbid attempts to influence the ICC through propaganda or distorted statements in the public press. There are also provisions dealing with practitioners dealings with clients and among themselves.

Rogers Tightlipped

Attorney General William P. Rogers declined last week to make any predictions on the future of FCC Comr. Mack.

"I won't be drawn into any discussion while an investigation is pending," Mr. Rogers told reporters. "I ordered a complete investigation and it has not been completed."

The Attorney General ordered an FBI investigation of the charges against Comr. Mack two weeks ago. He said that he had seen some preliminary reports, but would not discuss them. The investigation is continuing; it is going "as fast as possible," he said.

He added:

"I want to be certain that nothing I say will indict anybody. I don't want you to draw any inferences from anything I say here today."

There is a legal question regarding the power of the President to remove Mr. Mack, the Attorney General admitted. He referred questioners to a pending Supreme

Court case *Myron Wiener v. U.S.A.* (Case No. 52). Mr. Wiener was removed as War Claims Commissioner by President Eisenhower and is suing for back pay on the ground the President had no authority to remove him. The War Claims Commission was abolished in 1954, about six months after Mr. Wiener's dismissal. The Justice Dept.'s brief takes the position that the power to appoint includes the power to remove, except where a statute provides otherwise. The Communications Act makes no mention of removals. It provides that commissioners shall be appointed by the President, by and with the consent of the Senate.

Mr. Rogers said that Mr. Mack has cooperated with the FBI "as far as I know." He also emphasized that he has not recommended Mr. Mack's dismissal to the President.

No White House Action On Mack at This Point

President Eisenhower won't fire FCC Comr. Richard A. Mack while the House Legislative Oversight Subcommittee is in the middle of its investigation of the commissioner's activities, he said at his Wednesday news conference. Asked by Alvin Spivak, of International News Service, if he felt Comr. Mack should resign or be fired, the President said:

"Well, I have no—judgment at this time because the evidence, so far as I know, is in the process of being concentrated. The Attorney General, for a long time, has been watching the situation, getting everything to see if there is any reason for—for taking any action. Now, we should remember this: The only function of the President in a thing of this kind is to appoint the man, and he is appointed to a term and the only way he can be removed is for cause, so therefore I assume that would be by a trial of some kind."

Asked about the role said to have been played by Sherman Adams, assistant to the President, in a Civil Aeronautics Board matter, Mr. Eisenhower said the White House is required to make the decision in some cases that come before the CAB.

FCC Announces Changes In Canada Tv Allocations

Canada has added ch. 8 to Camrose, Alberta, and has switched ch. 2 from Ville Marie, Quebec, to Elk Lake, Ontario. These moves required other changes, which have been made public by the FCC. The changes were as follows:

City	Channel No. Delete	Add
Calgary, Alta.	10	9-plus
Camrose, Alta.	—	8
Lacombe, Alta.	8	10
Red Deer, Alta.	6	6-plus
Winnipeg, Man.	4-plus	3-minus
Elk Lake, Ont.	—	2
Amos, Que.	4	11
Rouyn, Que.	11	4
Ville Marie, Que.	2	—

In allocating Ch. 9-plus to Calgary, Canada has agreed that the transmitter site of any television station authorized to this channel in Calgary will be located not less than 190 miles from the transmitter site of KGEZ-TV Kalispell, Mont.

All in the day's work

The morning mail brings a confidential letter from a station owner who wants us to find an experienced broadcaster interested in purchasing control.

There's a phone call from an attorney whose client seeks financing to acquire another radio property . . . then a business executive with $50,000 available, drops in to discuss entering broadcasting on his own.

Later, a telegram from management of two TV stations, asking us to make an evaluation of holdings.

We keep busy . . . we travel, and we are staffed to merit the confidence that so many people have in our organization.

It is our contribution to an industry that we love, and that we know something about.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON	**1625 Eye Street N.W.**	**NAtional 8-1990**
NEW YORK	**60 East 42nd Street**	**MUrray Hill 7-4242**
CHICAGO	**35 East Wacker Drive**	**RAndolph 6-6760**
DENVER	**1700 Broadway**	**AComa 2-3623**

12 Get Fm Conversion Extension, 11 More Denied Additional Time

Twelve stations were given permission by the FCC last week to waive the rules requiring fm functional music operations to operate on a multiplex basis after the March 1 deadline for conversion from simplex. Eleven other stations were denied similar requests for additional time to complete conversion.

The grants for continued simplex operation were to: KCFM (FM) St. Louis; KMLA (FM), KRKD-FM and KBMS (FM) all Los Angeles; WWDC-FM Washington, D. C.; KITE-FM San Antonio, Tex.; WPEN-FM Philadelphia, Pa.; WPKM (FM) Tampa, Fla., extended to Oct. 1. KQXR (FM) Bakersfield, Calif., and WMIT (FM) Clingmans Peak, N. C., extended to July 1. WCAU-FM Philadelphia, extended to June 1. WMMW-FM Meriden, Conn., extended to May 1.

The following were denied extensions: KDFC (FM) San Francisco; WBFM (FM) New York, N. Y.; KFMU (FM) Los Angeles; KUTE (FM) Glendale, Calif.; WDDS-FM Syracuse, N. Y.; WEAW-FM Evanston, Ill.; WLDM (FM) Oak Park, Mich.; WNAV-FM Annapolis, Md.; WMUZ (FM) Detroit, Mich.; KING-FM Seattle, Wash., and WKJF (FM) Pittsburgh, Pa.

The FCC last week also denied a petition by Functional Music Inc., licensee of WFMF (FM) Chicago and functional music servicing organization for subscribers in the Chicago area, for rehearing, other relief and motion for a stay, for the Commission's order requiring fm stations with subsidiary communications authorizations enabling them to engage in functional music operations to switch to multiplex after Mar. 1. At the same time the FCC granted the petition insofar as it extended the time to March 15, in which Functional Music may ask for an individual waiver.

Henley Appointed Federal Judge; Formerly Served on FCC

President Eisenhower last week nominated J. Smith Henley, former associate general counsel of the FCC, to be a federal district court judge in the Eastern District of Arkansas. Mr. Smith, now director of the office of administrative procedure in the Dept. of Justice, was FCC associate general counsel from November 1955 to December 1956. He joined the FCC in May 1954.

Mr. Henley will be the featured speaker at the luncheon meeting of the Federal Communications Bar Assn. tomorrow (Tuesday) and will discuss the functions of his present office in relation to the FCC's practices and procedures. The meeting will take place at the Willard Hotel, Washington.

DJS

. . . hats off to you on the occasion of your first Pop Music Disc Jockey Convention. In celebration, SESAC has prepared two special "repertory recordings" which are yours for the asking.

VISIT SESAC'S HOSPITALITY SUITE

Muehlebach Hotel
Kansas City, Mo.
March 7, 8 and 9

sesac

The Coliseum Tower
10 Columbus Circle
New York 19, N.Y.

Procedure Change Announced For White House News Releases

A new procedure governing release of Presidential news has been announced by James C. Hagerty, White House news secretary, to govern broadcast and film deadlines. All Presidential material normally put out for 7 p. m. EST release is now available for 6 p. m. release.

The change was made at the suggestion of CBS News, Telenews, NBC-TV and Fox Movietone. As a result, all film releases and handouts which carry only a date are to be used beginning at 6 p. m. on the evening of that date. This means, Mr. Hagerty explained, that a release reading "Hold for release Jan. 28" could be used by radio and tv broadcasters beginning at 6 p.m. on Jan. 27. However, specific times and dates attached to release will still apply, as for example, "Hold for release Jan. 28 at 12 noon."

Mr. Hagerty said the new procedure was agreed on by news associations and network tv film interests and was not an agreement with the White House.

FCC Staffers Study 'Multicasting'

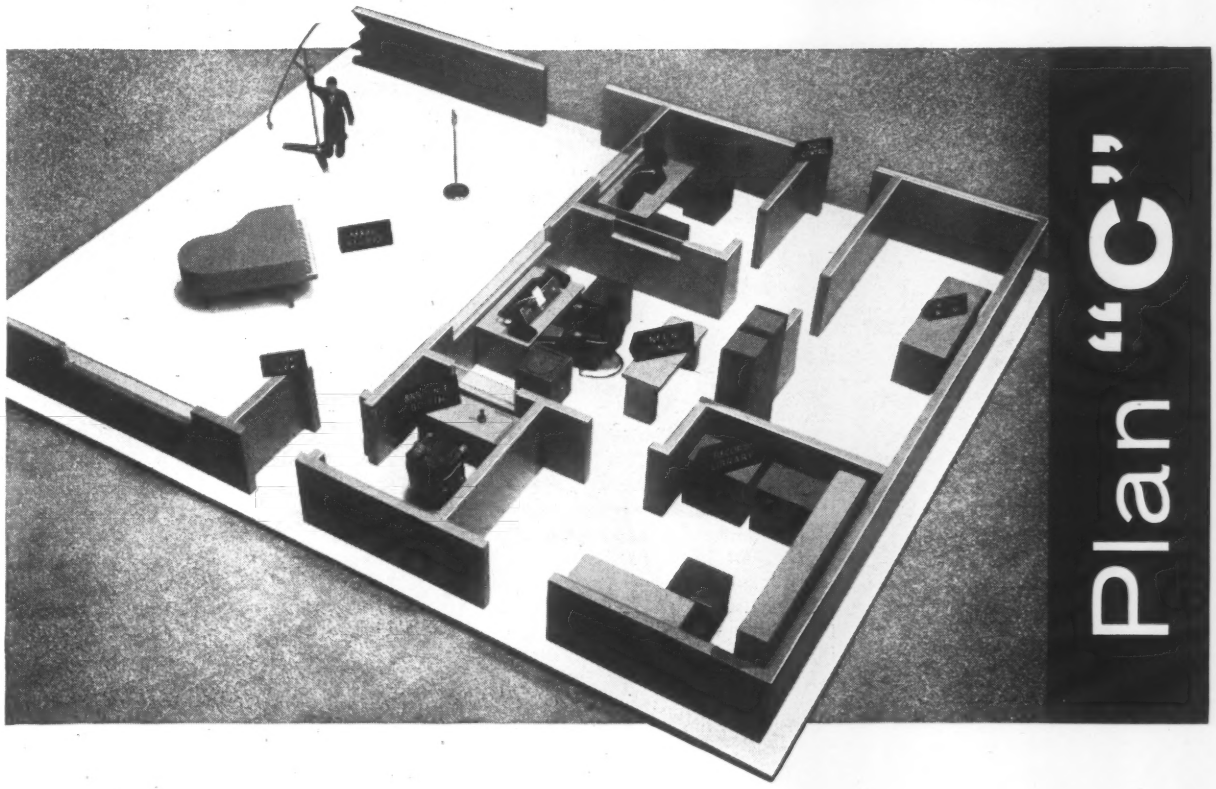
A possible means of improving uhf television coverage in rugged mountainous areas through a method called multicasting has been suggested by three FCC engineers. Details were made known when the Commission released the study, "A Preliminary Analysis of Multicasting," by Chief Engineer E. W. Allen Jr., and technical staffmen Harry Fine and Jack Damelin. Multicasting is a method of covering an area from several transmitters on different frequencies—and is akin to the polycasting method recommended by consulting engineer Raymond H. Wilmotte several years ago (whereby several transmitters would operate on the same frequency). The engineers found that three stations properly sited, could give better coverage of an area compared with a single station; they also found that co-channel mileage separations could be reduced to 50 miles. The report warned that until uhf receivers are improved to the extent that the uhf table of "taboos" can be drastically reduced or eliminated, there is no way to take advantage of this new technique.

Experimental V' Denied WITV (TV)

The FCC last week closed the door on a bid by ch. 17 WITV (TV) Fort Lauderdale, Fla., to operate an experimental tv station on ch. 6 in Miami, at the present site of the WITV transmitter. The station had applied for the experimental outlet in order to make a direct comparison of simultaneous uhf and vhf operations.

The FCC felt that "the proposed program of experimentation does not offer sufficient promise of substantial contribution to the development of the tv art to warrant grant of the application." Comrs. Hyde, Bartley and Lee voted in favor of the turndown. Chairman Doerfer and Comr. Craven dissented, and Comrs. Mack and Ford were not present.

Planning a Radio Station?



Plan "C" is ideal for large city stations!

This plan approaches the ultimate for the large radio station, offering facilities for handling very extensive programming.

In Plan "C" it is assumed that the transmitter would be located in its own building, at its own site, away from the studio. The transmitter can be operated by remote control from the studio, if desired. Using this plan, a transmitter site can be selected that is most advantageous from a radiation and coverage standpoint. Likewise, a studio site can be selected that offers the most convenient location.

Plan "C" features a high degree of flexibility: a large studio, announce booth, and multi-purpose room which can serve as a small studio, sub-control or production room. Main control room, record library, engineering work shop, and storage area complete the layout.

Plan "C" for larger cities, may be the answer to your requirements, or you may prefer one of the smaller plans (Plan "A" or Plan "B"). Each is so arranged that modifications can be made to suit individual requirements exactly.

Building layouts, together with a discussion of equipment requirements and current trends, are offered in a new brochure. For your free copy, write to RCA, Department D-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA . . . your first source of help in station planning

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT

CAMDEN, N. J.

Tmk(s) ®

most
HAPPY
SPONSORS
select these fine Radio Stations

KAWL, YORK, NEB.: G. C. BRYAN REPORTS—

New account, S & S distributors, first in the city, set up to market Heileman Old Style Lager. Saturation campaign was set for 100 spots each of 1st of two months, 70 each of 2nd two months. We created original copy sell around Lang-Worth Radio Huckster jingles . . . later received brewery's own jingles. On comparison, the distributor concluded by using Lang-Worth jingles 2-to-1, a pretty good booster for the service.
Another example: Squirt Bottling Co's new Cola started on KAWL with their own jingle, but after a few weeks we tailored a Lang-Worth Huckster jingle much to the delight of the local bottler. His comment: more impact, more listenable. Current campaign is 4 spots a day.

WEJL, SCRANTON, PA.: HUGH CONNOR REPORTS—

The W. B. Building Supply Co. of our Clark's Green suburb sponsored Lang-Worth's "Cavalcade of Music" show 3:00-3:30 p.m. six days per week. At the suggestion of WEJL, the sponsor used the copy theme "Showcase of the Highway," and the L-W jingle "We Always Buy At—," and it has caught on throughout the market. The results have been vastly increased traffic and sales of furniture, appliances, hardware, and building supplies . . . and of course, a healthy dollar volume gain for the station. The campaign for this "most happy sponsor" is now well into its second year.

WPLA, PLANT CITY, FLA.: GEORGE FRIEND REPORTS—

A combination of one of the fine Lang-Worth attention-getters plus a local tie-in gimmick is working wonders for a local dry cleaner, Friendly Cleaners. The sponsor is very pleased with the campaign of 20 spots weekly, and last week enjoyed his largest single day's business volume ever; and the customers coming in were bringing more dry cleaning per customer. This is in face of recession talk plus the Florida freeze damage slowdown (Plant City is the winter strawberry capital of the nation). This client is sold on Radio and Lang-Worth Radio Hucksters helped cement the sale.

WPVL, PAINESVILLE, OHIO: HARRY GRIFFITHS REPORTS—

WPVL recently acquired a discount store's new account which had just come to town. They came on the air just three weeks before Christmas, and had to do a lot of promotion to get the gift buying business, including full page ads and a 20 spot per week schedule on the station, later going to 36. Newspaper advertising was to be cut to a half-page on the first of the year, and Radio as well. However, Radio Hucksters January release of new jingles arrived with several especially designed for discount stores. We quickly built a spot campaign around the Dixieland jingle "If You Want to Pay Less" and the reaction was over-whelming. This most happy sponsor has maintained and will possibly increase his advertising on this pretty happy station.

These and many other progressive stations combine their top production and sales know-how with RADIO HUCKSTERS & AIRLIFTS to win most happy sponsors. Let RADIO HUCKSTERS & AIRLIFTS make the difference to your station. Contact—

LANG-WORTH
FEATURE PROGRAMS, INC.
1775 Broadway, New York 19, N.Y.

STATIONS

250 TO ATTEND WBC CONFERENCE

Ways to improve the public service programming of radio and tv stations will be explored at the second annual planning conference under Westinghouse Broadcasting Co. auspices, to be held in Baltimore Wednesday through Saturday.

Over 250 invited broadcast executives, educators and civic leaders will take part in the conference, with approximately 170 radio and tv stations represented. The purpose of the project, known formally as the Baltimore Conference on Local Public Service Programming, is to advance the use of electronic media for education, information and enlightenment.

The first conference, held last year in Boston, drew wide praise from industry and the public. It was the largest project of the sort ever held under broadcasting auspices, with a program that included many important figures in the educational world along with programming specialists.

A similar type of program is planned this year, with the campus of Johns Hopkins U. as the meeting site. The main speakers will be Sen. John F. Kennedy (D-Mass.); Dr. Fred L. Whipple, director of Smithsonian Astrophysical Observatory and Harvard College Observatory; Dr. Frank G. Baxter, U. of Southern California, tv educator; Dr. Bergen Evans, Northwestern U., active in many tv programs, and Donald H. McGannon, president of WBC.

Panel sessions, demonstrations, floor discussions and question-answer periods are scheduled during the four days of programming. Richard Pack, WBC programming vice president, will open the conference Wednesday morning, with Mr. McGannon delivering the keynote address. An editorializing panel is scheduled that morning, with emphasis on the problem of keeping the public informed.

The panel chairman will be Merrill Panitt, *Tv Guide;* participants will be John F. Crohan, WICE Providence, R. I.; William C. Dempsey, KPIX (TV) San Francisco; Robert Forward, KMPC Los Angeles; Leon Goldstein, WMCA New York; Sherwood Gordon, WSAI Cincinnati, Ohio, and Ralph Renick, WTVJ (TV) Miami.

Dr. Baxter will speak at the Wednesday luncheon on the subject "If I Were a Program Manager." A radio-tv idea panel Wednesday afternoon will include Gordon Davis, KYW Cleveland as radio chairman and Ted Cott, National Telefilm Assoc., as tv chairman. On the radio panel will be Ralf Brent, WIP Philadelphia; Cal Bollwinkel, WOWO Fort Wayne, Ind.; Fred E. Walker, WTTM Trenton, N. J., and Gordon A. Mikkelson, WCCO Minneapolis. Discussion leaders will include James Quello, WJR Detroit; Guy Harris, KDKA Pittsburgh; Sam Barstein, WAVZ New Haven, Conn., and Louis Corbin, WFBR Baltimore.

Taking part in the tv discussion will be Herbert B. Cahan, WBZ-TV Boston; Sam Cook Digges, WCBS-TV New York; Ray Moore, WSB-TV Atlanta; John Haldi, WBNS-TV Columbus, Ohio, and Don Wear, WTPA Harrisburg, Pa. Discussion leaders include Arnold Wilkes, WBAL-TV Baltimore; Douglas Grant, WMT-TV Cedar Rapids, Iowa; Ralph Hansen, KYW-TV Cleveland; Robert Salk, Corinthian Broadcasting Co., and Bernard Barth, WNDU-TV Notre Dame, Ind.

An evening conference will be held following a dinner at the Sheraton-Belvedere Hotel with a revue by the Bill and Cora Baird marionette troupe at the dinner. The evening panel on "The Audience, Who's Out There," will include Richard D. Heffner, WRCA-TV New York, as moderator; Dr. Herta Herzog, McCann-Erickson; Melvin A. Goldberg, WBC; Gilbert Seldes, author and critic; Irving Gitlin, CBS; William J. Kaland, WBC; David Susskind, Talent Assoc., and Stockton Helffrich, NBC.

Radio-tv news panels are scheduled Thursday morning. Rod MacLeish, WBC Washington news bureau chief, will head the radio panel, titled "Covering the Town." With him will be Ken Greenwood, WPEO Peoria, Ill.; Robert Leder, WOR New York; Joe Monroe, KJOE Shreveport, La.; Sam Slate, WCBS New York, and Jim Snyder, KDKA Pittsburgh. Mike Wallace, ABC-TV, will lead the tv panel, "Some Aspects of Television News." Taking part will be Robert Breckner, KTTV (TV) Los Angeles; F. O. Carver, WSJS-TV Winston-Salem, N. C.; Arthur Gaskill, UP Movietone News; John Secondari, ABC-TV, and Robert E. Tripp, WFAA-TV Dallas. Charles Vanda, WCAU-TV Philadelphia, will add comment.

Dr. Evans will speak at the Thursday luncheon. A panel on children's programs includes Helen Parkhurst, child psychologist; Bob Keeshan, CBS; Frances Horwich of *Ding Dong School* fame; Bob Emery, of the *Big Brother* series, WBZ-TV Boston, and Robert M. Goldenson, Hunter College.

A disc jockey session will be directed by Shephen A. Labunski, Crowell-Collier radio operations director. Participants will be Gene Klavan and Dee Finch, WNEW New York; Art Pallan, KDKA Pittsburgh; Ben Sanders, KICD Spencer, Iowa, and Walt Teas, WFBR Baltimore.

Advertiser-sales opportunities in public service will be covered by William Dekker, McCann-Erickson, chairman; W. E. Hall, CHML Hamilton, Ont.; Robert B. Cochran, WMAR Baltimore; James Nelson, NBC; James V. Ryan, AT&T, New York; Ernest J. Hodges, Guild, Bascom & Bonfigli, San Francisco, and A. W. Dannenbaum, WBC. Comments will be contributed by Kevin B. Sweeney, Radio Advertising Bureau, and Norman E. Cash, Tv Bureau of Advertising.

John L. McClay, KYW-AM-TV Cleveland, will preside over a religious panel to include Elmo Ellis, WSB Atlanta; Jack Kuney, CBS-TV; Dr. James Alfred Martin Jr., Amherst College, and Irve Tunick, of *Light of the World.* Rev. William Kailer Dunn, chaplain, Notre Dame of Maryland, will add comments along with Dr. Frederick Helfer, Christian Temple, Baltimore.

and Rabbi Abraham Shusterman, Har Sinai Congregation, Baltimore.

Friday sessions are titled "A Date With History." David E. Partridge, WBC, will emphasize promotion as an audience builder. Panelists include Alan E. Brandt, Alan E. Brandt Public Relations, New York; John R. Hurlburt, WFBM-AM-TV Indianapolis; Al Baccari Jr., KPIX (TV) San Francisco, and Joseph Hudgens, KRNT-TV Des Moines. Dr. Fred L. Whipple, Smithsonian and Harvard observatories, will open a Friday evening science panel. Panelists are Dr. Jonathan Karas, U. of New Hampshire, chairman; Kenneth Christiansen, Educational Radio & Tv Center; Dr. Benjamin Draper, KRON-TV San Francisco-California Academy of Sciences; Don Herbert, NBC; Joseph Connolly, WCAU Philadelphia; Mr. Pack, and Lynn Poole, Johns Hopkins U.; Dr. J. Allen Hynek, Ohio State U., will add comments.

Franklin A. Tooke, WBC-TV Boston, will preside over a Saturday discussion of national service organizations. Panelists include Virginia Benton, Tuberculosis Society, Columbus, Ohio; Hal Davis, Grey Adv.; James Ferguson, WSAZ-TV Huntington, W. Va.; John Grogan, WABD (TV) New York; Wallace Kendall, National Social Welfare Assembly, New York, and Richard Krolik, National Education Assn.

The WBC Paul Revere Award will be given Saturday to a national service group for effective local broadcasting.

Planning for the conference is being supervised by Mr. Pack, with Mr. Poole as educational consultant. On the WBC planning committee are Messrs. Kaland and Partridge; J. B. Conley, WBC special assistant to the president; Raymond J. Bowley, audio-video engineering director; John J. Kelley, assistant advertising-sales promotion director; Chet Collier, executive producer, and Guy Harris, program manager, KDKA Pittsburgh.

Baylor to Triangle Sales Post

Ben B. Baylor Jr., station manager of WNHC-AM-FM-TV New Haven, Conn., has been named sales projects director for Triangle Publications Stations (WFIL-AM-FM-TV Philadelphia, WFBG-AM-TV Altoona, WLBR-TV Lebanon, 50% WHGB Harrisburg, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y., and WNHC-AM-FM-TV), it was announced by Roger W. Clipp, vice president of Triangle Radio-Tv Div.

MR. BAYLOR

Prior to joining WNHC-AM-FM-TV last September, Mr. Baylor was vice president-general manager of WINT (TV) (now WANE-TV) Fort Wayne, Ind., for three years. He also was with KEDD (TV) Wichita and WMAL-AM-FM-TV Washington, the latter for 17 years. Mr. Baylor will report to Edward H. Benedict, Triangle's national sales director, in New York.

LIFE TO LATE NIGHT PROGRAMMING

Another entry in **WMAL-TV's** now-successful experiment in bringing new life to late-night programming. This one is **TOWN AND COUNTRY TIME,** birthplace of stars Jimmy Dean, George Hamilton IV and Patsy Cline. The country and western music show now features balladeer Elton Britt, whose records have sold 12 million plus; Roy Clark and his band; emcee Jackson Weaver, plus guest stars. Thursdays, 11:20 p.m. to 12:20 a.m.

And it's only one of WMAL-TV's new, live late-night shows now available for full or participating sponsorship. Others:

NIGHTCAP: Modern music with guitarist Charlie Byrd, The Charlie Byrd Quartet, singer Ann Read, emcee Felix Grant. Sundays, 11:25 p.m. to 12:10 a.m.

PROMENADE: Popular music with studio dancing by grown-ups. Records plus singer Ginger Pailes, organist-pianist Jim Smiley and emcee Jerry Strong. Fridays, 11:20 p.m. to 12:20 a.m.

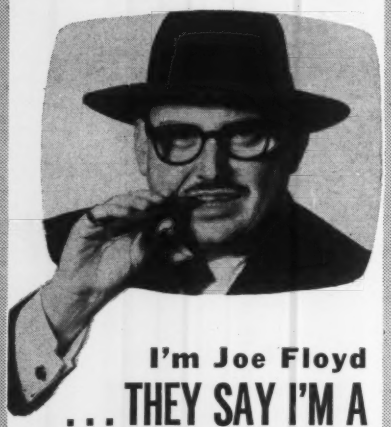
STUDIO BOWLING: Round-robin competition for prize money by Washington's top keglers on **WMAL-TV's** in-studio lanes. Wednesdays, 11:20 p.m. to 12:20 a.m.

wmal-tv abc

where programming comes to **LIFE**

maximum power on channel **7** **WASHINGTON, D.C.**

AN *EVENING STAR* STATION | *for full availability information, check H-R Television, Inc.*



I'm Joe Floyd

...THEY SAY I'M A HELLUVA SALESMAN!

That's because I like to give the advertiser a run for his money—always have! Like creating a whole new empire of customers—KEL-O-LAND—more than a million strong, with over $1,220,150,000 in annual retail sales. Read that number again, please. It's not a misprint. It's the actual proved buying power of a market reached completely by just one selling force . . . KELO-TV and its boosters, KDLO-TV and KPLO-TV.

CBS • ABC • NBC

KEL-O-LAND

KELO TV	SIOUX FALLS	11
KDLO TV	ABERDEEN HURON WATERTOWN	3
KPLO TV	PIERRE WINNER CHAMBERLAIN	6

General Offices, Sioux Falls, S. D.

JOE FLOYD, President

Evans Nord, Gen. Mgr.,

Larry Bentson, V.P.

REPRESENTED BY H-R

In Minneapolis: Bulmer & Johnson, Inc.

. . . and **KEL-O-LAND'S** new, big radio voice is

KE O RADIO

1,032-ft. Tower—13,600-watt Power Eqv.

POP DJ CONVENTION AGENDA SET

Program executives and disc jockeys from practically every state are expected to attend the first annual Pop Music Disc Jockey Convention March 7-9 at the Muehlebach Hotel, Kansas City. Todd Storz, president of Storz Stations and originator of the idea, said "the greatest galaxy of stars ever assembled" will perform at the Saturday night show, high spot of the meeting.

Storz Stations are sponsoring the convention with Bill Stewart, Storz executive, as convention coordinator. Space in the Muehlebach has been exhausted and the overflow is being taken by the Phillips Hotel, across the street.

Mayor H. Roe Bartle of Kansas City proclaimed March 7-9 as "Kansas City Salutes the American Disc Jockey Days."

A cocktail party, with Storz Stations as host, will open the convention Friday evening. Program events start with a breakfast meeting at which Mr. Storz will welcome delegates and Mayor Bartle will speak. Martin Block, WABC New York, is opening speaker at the Saturday morning business session.

The program includes a discussion of rating services by leading figures in the rating field. Gordon McLendon, president of the McLendon Stations, will discuss "The Revolution in Radio." An advertiser-timebuyer panel includes Adam Young, president of Adam Young Inc., and Wells Barnett, John Blair & Co.

Record companies will be hosts at breakfast, luncheon and dinner sessions.

The agenda follows:

SATURDAY

Breakfast, welcoming remarks, Todd Storz, president Storz Stations; H. Rowe Bartle, mayor, Kansas City; "The First 25 Years Are the Hardest," Martin Block, WABC New York; panel, "Are Today's Rating Services Obsolete?" Frank Stisser, president, C. E. Hooper Co.; Dr. Sydney Roslow, president, Pulse, Inc.; Lawrence Reilly, vice president, Trendex, Inc.; panel, "The Program Director—Friend or Foe?" Eddie Clarke, program director, WHB Kansas City; Don Keyes, program director, McLendon Stations; Ray Katz, program director, WMGM New York; panel, "Is Rock and Roll a Bad Influence on Today's Teen-Agers?" Reed Farrell, KWK St. Louis; Robin Seymour, WKMH Detroit; Bob E. Lloyd, WHEC Rochester.

Luncheon, Mitch Miller, Columbia Records, "The Great Abdictation"; "What I Look for in a Prospective D.J.," G. W. Armstrong, vice president-general manager, WHB Kansas City; "The Ingredients in Today's 'Formula' Radio," Harold Krelstein, president, Plough Stations; John Box, vice president-general manager, WIL St. Louis; J. Elroy McCaw, president, WINS New York; panel, "Increasing Income and Prestige Through Related Outside Activities," Tom Edwards, WERE Cleveland; Bill Bennett, WDGY Minneapolis; Paul Berlin, KNUZ Houston; panel, "Interviews on the Air—Good or Bad?" Varner Paulsen, program director, WIP Philadelphia; Bob DeBardelaben, program director, WLEE Richmond, Va.; Jack Rowzie, WWDC Washington; panel, "Is the Main Requisite of the Deejay Today the Ability to Count Up to 40?" Jack Lacey, WINS New York; Stan Dale, WAIT Chicago; Bob Cooper, KGO San Francisco; panel, "Can Album Music Bring the Deejay Listeners?" Norman Wain, WDOK Cleveland; Ira Cooke, KMPC Hollywood; Phil Ladd, CHUM Toronto; panel, "Are National Trade Paper Music Surveys Current? Accurate?" Bob Austin, **Cash Box** publication; Herm Schoenfeld, **Variety**; Bud Fosket, **Billboard**.

Cocktail party, host, Morris Levy, Roulette Records; banquet, host, Randy Woods, Dot Records; "The Dream Show," emceed by Martin Block, featuring:

Tony Bennett, The Four Lads, Eileen Rodgers, Columbia Records; Lavern Baker, Atlantic Records; Don Rondo, Jubilee Records; Andy Williams, Cadence Records; Roger Williams, Kapp Records; Hollywood Flames, Ebb Records; Jim Reeves,' Eddy Arnold, Homer and Jethroe, Lou Monte, RCA Victor Records; Dale Wright, Fraternity Records; Royal Teens, George Hamilton IV, ABC-Paramount Records; Hilltoppers, Johnny Maddox, Nick Todd, Dot Records; Ken Copeland, Lin Records; Kendall Sisters, Argo Records; Sonny James, Capitol Records; Frankie Vaughn, Epic Records; The Crew Cuts, The Diamonds, Jim Eddy, Mercury Records.

SUNDAY

Breakfast, host: Art Talmadge, Mercury Records; "The Revolution in Radio," Gordon McLendon, president, McLendon Stations; panel, "What the Deejay Can Do for the National Advertiser at the Local Level; and What the Timebuyer Looks for in Buying a Market," Adam Young, president, Adam Young, Inc.; Wells Barnett, stations operations manager, John Blair Co.; panel, "Has the Tv Jockey Hurt or Helped the Radio Jockey?", Ed Bonner, KXOK St. Louis; Paul Flanagan, WPTR Albany; Bob (Coffeehead) Larsen, WEMP Milwaukee; panel, "How Can the Deejay Maintain His Individuality Within the Framework of Conformity Required by Management?" Don Bell, KIOA Des Moines; Gene Plumstead, national program director, Plough Stations; Chuck Blore, program director, KFWB Hollywood; panel, "Where Is the Dividing Line Between Country Music, Rock and Roll, and Pop?" Bill Gavin, McCann-Erickson (music programmer of **Lucky Lager Time** 43 station network); Bob Sadoff, music coordinator, NBC; Connie Gay, president, Town & Country Network; panel, "New Programming Ideas," Barry Kaye, WAMP Pittsburgh; Martin Block, WABC New York; Jake Embry, executive vice president, WITH Baltimore.

Shurick Asks Defense Of Tv Rate Stability

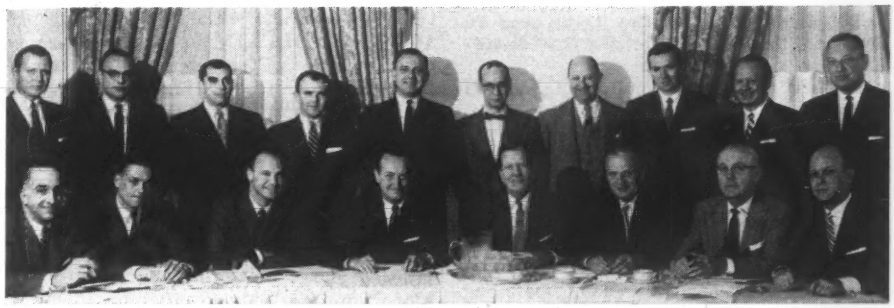
Tv ought to be sold in terms of "supremacy as a marketing force," not through relaxation of rate structures, warned Edward P. Shurick, executive vice president, Blair-Tv, at the opening session of a sales conference in New York by the station representative firm.

Mr. Shurick told Blair-Tv sales managers that "our selling must be aggressive in defending the stability of rates in each of our markets." The two-day program—first annual sales meeting of the firm—on Feb. 21-22 included six sessions and was attended by managers from all of Blair's 10 offices. Guest speakers were Frank Coulter, associate media director, Young & Rubicam; George Blechta, vice president, A. C. Nielsen Co., and Lee Rich, vice president of Benton & Bowles. President John Blair found that "under current conditions, spot tv is in an extremely fortunate position," noting that conditions in the lines of business from which tv draws most of its dollar volume are highly favorable for continued increases in the use of spot tv this year.

A special sales and business analysis of each market in which the firm represents a station was led by the station-specialist in the New York office. Arthur H. McCoy, executive vice president of John Blair & Co., radio station representative, outlined trends in spot radio, discussing modern radio programming techniques.

After the meetings, Mr. Shurick reported that the firm's managers agree that "in most of our markets, spot tv should reach substantially greater volume this year than ever before." He said 11 new advertisers on 18 stations now are using the Blair-Tv Test Market Plan.

Attending from Blair-Tv's branch offices: Bruce Pattyson, Boston; Jack Davis, Harry Smart and Arthur Stringer, Chicago; Steve Beard, Dallas; Gabe Dype, Detroit; Harry Cummings, Jacksonville; David Lundy, Los Angeles; Richard Quigley, St. Louis; Lindsey Spight, San Francisco, and John Burr, Seattle. From New York were Messrs. Blair



BLAIR-TV *executives and salesmen attending the representative firm's annual sales conference in New York included (l to r): seated, Gabe Dype, Detroit; Richard Foote, New York; Jack Denninger, eastern sales manager, New York; Edward P. Shurick, executive vice president, New York; John Blair, president; Lindsey Spight, San Francisco; Harry Cummings, Jacksonville; Jack Davis, Chicago. Standing, Harry Smart, Chicago; Joseph Rose, business manager, New York; Martin Katz, sales development director, New York; Bruce Pattyson, Boston; Steve Beard, Dallas; John Burr, Seattle; Paul Blakemore, advertising director, New York; Art Stringer, Chicago; Richard Quigley, St. Louis; David Lundy, Los Angeles.*

and Shurick; Paul Blakemore, advertising director; Jack Denninger, eastern sales manager; Martin Katz, sales development director, and Joseph Rose, business manager. Ward Dorrell, vice president and research director, spoke via tape recording.

Meanwhile, John Blair & Co. set up a midwest sales conference for last Friday and Saturday at the Racquet Club in Chicago. Managers and salesmen from Chicago, Dallas, Detroit and St. Louis were to attend plus Messrs. Blair and McCoy and Joseph Rose, business manager, from New York.

Utah Ground Broken for KLOR-TV

Construction of the KLOR-TV Provo, Utah, studios and offices began Feb. 15. Beehive Telecasting Corp. (KSUB Cedar City, Utah), owner of the new outlet, has set August as the target date to start operating and reports the two-story building will cost approximately $100,000. Housing two studios, control room, storage area and offices, the building will have about 16,000 square feet of floor space.

KLOR-TV (the state's fourth commercial tv station) will build an antenna, tower and transmitter on Lake Mountain, 15 miles west of Provo (directly across Utah Lake). Its signal is expected to cover most of Utah's population.

Ampex Production Model VR-1000 Received by WFIL-TV, WOR-TV

The first shipment of production-model Ampex videotape recorders to stations east of the Mississippi has arrived, a spokesman for Ampex Corp. announced last week. WFIL-TV Philadelphia has received two of the black-and-white units (VR-1000) and one more was expected shortly by WOR-TV New York. Ampex Corp., Redwood City, Calif., dispatched them by truck Feb. 21.

Other stations to get the $45,000 production models since Ampex speeded up its production schedule last fall are KING-TV Seattle; KGW-TV Portland, Ore.; KRON-TV San Francisco; WEAR-TV Pensacola, Fla.; KENS (TV) San Antonio; WHAS-TV Louisville; KHJ-TV Los Angeles, and KPRC-TV Houston, Tex. By the beginning of Daylight Saving Time in April, Ampex expects to fill about 100 orders in its original $4.5 million backlog, cutting the expected waiting period by almost seven months.

The Ampex Professional Products Div. supplied networks with prototype versions of the VR-1000 starting in 1956, and the first production model went to KING-TV in November.

KMJ-TV

Leads in Fresno

KMJ-TV in the Billion Dollar Valley of The Bees

Leads in films --offers 18 top-rated, first-run MGM film features weekly.

KMJ-TV • FRESNO, CALIFORNIA • Paul H. Raymer, National Representative

DATELINES

Newsworthy News Coverage by Radio and Tv

BALTIMORE—Aided by three ham operator listeners, WITH Baltimore was able to give on-the-spot coverage to an eight-alarm fire at a department store in north Baltimore. One of the men, Ted Capsanes, reported by phone from his third floor apartment across the street from the fire. When it became apparent how big the fire was, Mr. Capsanes contacted two of his friends, John R. Luiza and Carl F. Gail Jr., who borrowed walkie-talkies from the local Civil Defense unit. The two men reported from the street on details which Mr. Capsanes couldn't see from his apartment. The information was then relayed to WITH's night news director, Bob Barber.

WJZ-TV that city also covered the fire live, on film and on videotape. WJZ-TV's Gary Franklin beeped reports and shot pictures from the scene; Harding Roberts and engineers mounted a camera atop the station's roof to get live pictures, and Ben Wolfe and Glenn Lahman used an Ampex videotape recorder to get pictures. Film and tape reports were incorporated in evening news shows.

LOGAN—When a fire broke out across the street from the Logan, Ohio, auxiliary studio of WATH Athens, Ohio, Promotion Manager George Charles described the event from his vantage point in the offices. The station was provided additional color by firefighters who were invited into WATH studios for coffee and shelter from the zero weather.

OMAHA—In an effort to get around the ban on courtroom broadcasting, newsmen of KFAB Omaha have set up a remote broadcast spot in the corridor directly outside the door of a local courtroom to cover a murder trial. KFAB's Glenn Desmond covers the trial inside the court and when an important point is brought out, he steps into the corridor, flips a switch and the station is on the air with the news. KFAB is averaging about six direct broadcasts a day and no one has objected to the corridor set-up, the station reports.

SAN BERNARDINO COUNTY—Television took a bow for helping capture the murderer of a detective when California officers moved in on Lester Dean Bonds the morning of Feb. 22. KTTV (TV) Los Angeles covered the manhunt with remote cameras at the field headquarters of Southern California police, alerting area viewers in a series of newscasts. When the killer broke into a home, the owner notified authorities and they promptly moved in, bringing him back to field headquarters and before KTTV cameras. There police publicly thanked KTTV and Bill Welsh, director of special events, for the station's participation in the manhunt.

LOUISVILLE—The CBS-TV *Show of the Month* on WHAS-TV Louisville, Ky., was interrupted Feb. 21 when one of the town's largest fires this year broke out. Across the street from WHAS-TV studios a three-alarm, $250,000 fire threatened the Federal Building and the station's cameras and spotlights were installed on the roof so viewers could watch firemen fighting the conflagration. Coverage of the hour-long fire elicited heavy phone response from viewers both praising and complaining about the departure from the scheduled program. Victor A. Sholis, WHAS-TV vice president-director, announced that an attempt would be made at a future date to present a film of the show viewers missed.

KPIX (TV) to Send Three Men To Events at Brussels, Lourdes

KPIX (TV) San Francisco, Westinghouse Broadcasting Co. station, will send a three-man team abroad next month to cover the Brussels World Fair and the 100th anniversary celebration at the shrine of Lourdes, France, it has been announced by Philip G. Lasky, general manager of KPIX.

Assigned to the mission are William G. Dempsey, KPIX program director; Pete Abenheim, children's personality, and Al Baccari Jr., station public relations manager. They leave April 15 on the four-week assignment and have scheduled: film and tape interviews with the king of Belgium, scientists and celebrities at the fair, and French President Rene Coty, Premier Felix Gaillard, the mayor of Paris and other prominent Frenchmen; participation in a pilgrimage to Lourdes, where film will be shot for KPIX's *Everyman's Religion* series; panel discussions in both countries for the station's *What's Your Opinion?* show, and children's material for Mr. Abenheim's *Captain Fortune* and *Pied Piper of the Bay Area* programs.

Prints of the WBC series, *Adventures in Numbers and Space*, translated into French, will be presented to Belgian and French stations, and film of American children's activities will be given in exchange for KPIX program material obtained in the two countries. Last month WBC announced it would sponsor a week's appearance by the Benny Goodman orchestra at the fair [STATIONS, Feb. 17].

KOBY put the DARNDEST SOCK into San Francisco radio!

Whether it's the latest Pulse, Hooper, or Nielsen, you'll find that KOBY rates the No. 1 radio buy in San Francisco . . . the nation's seventh largest market!

SEE PETRY FOR KOBY
10,000 Watts • full time.

Latest Pulse reveals a beautiful figure of 16.5 overall average share - KOBY No.1

MID-AMERICA BROADCASTING CO.

BUSINESSWOMAN'S BANE

Two promising business careers came to an abrupt end some minutes after they began in St. Petersburg, Fla. WSUN-TV there takes the blame. According to the station's report, two enterprising girls, both nine, set out to be babysitters. Taking up their duties, they tuned their hosts' television set to ch. 38. The newsman on the screen said that police were looking for a couple of missing young ladies, aged nine. The partners called their mothers on the spot and regretfully postponed their careers.

CHANGING HANDS

STATION SALES, APPROVALS

ANNOUNCED *The following sales of station interests were announced last week. All are subject to FCC approval.*

WHK CLEVELAND, OHIO • Sold to DuMont Broadcasting Corp. (Bernard Goodwin, president) by Forest City Pub. Co., for $700,000 [CLOSED CIRCUIT, Feb. 10]. WHK operates on 1420 kc with 5 kw, is affiliated with NBC. Other DuMont Broadcasting stations are WNEW and WABD (TV), both New York, and WTTG (TV) Washington. Sale includes WHK-FM and cp for ch. 19.

KBUC CORONA, CALIF. • Sold to Radio KBUC Inc. by Radion Broadcasting Inc. for more than $150,000. Radio KBUC principals are James Hadlock, president, Hadlock & Assoc., Hollywood advertising agency; Naum B. Healy, former owner of KDOT Reno, Nev.; Jerry Scoggins of Cass County Boys and Paul Borofsky, movie film editor. KBUC operates on 1370 kc with 1 kw day, 500 w nights. Transaction was handled by Albert Zugsmith Corp.

APPROVED *The following transfers of station interests were approved by the FCC last week. For other broadcast actions see* FOR THE RECORD, *page 91.*

KXLW ST. LOUIS, MO. • Sold to Big Signal Radio Co. (R. J. Miller, George Eng and others), for $285,000 for 71.31% subject to certain adjustments. KXLW operates on 1320 kc with 1 kw day.

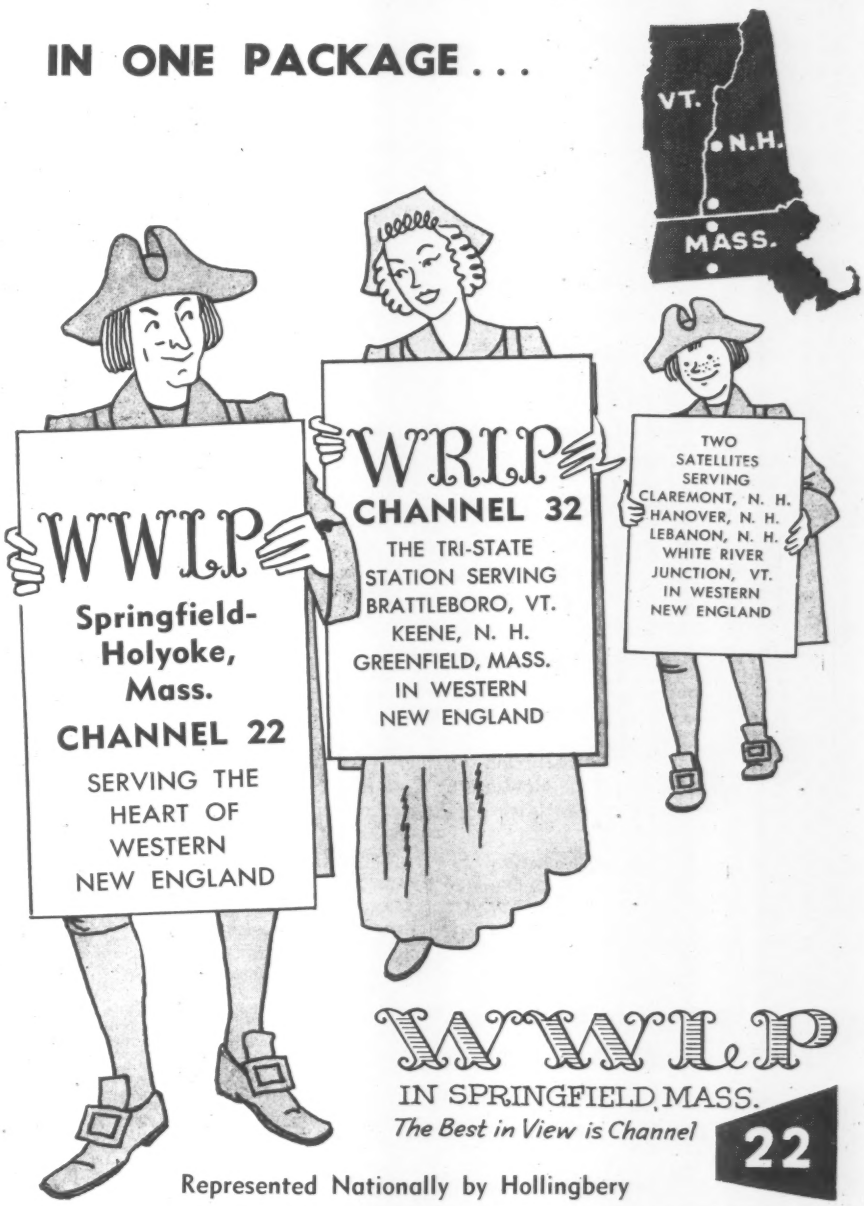
KANS WICHITA, KANS. • Sold to J. William O'Connor, Thomas L. Davis and Harry H. Patterson for $200,000 plus $60,000 for agreeing not to compete, by Kenyon Brown and Frank J. Lynch. Mr. O'Connor has interests in WBOW Terre Haute, Ind., and KLEE Ottumwa, Iowa, is president of WPFA Pensacola, Fla. KANS operates on 1480 kc with 5 kw day, 1 kw night, and is an NBC affiliate.

KJIM FORT WORTH, TEX. • Sold to William D. Schueler, Paul E. Taft, James A. Stewart (motion picture star), F. Kirk Johnson and Milton Underwood by J. H. Speck and associates for $139,000 [CLOSED CIRCUIT, Dec. 23]. Mr. Schueler owns KBRZ Freeport, Tex. Mr. Taft is 10% owner of KGUL-TV Galveston-Houston. Messrs. Stewart and Johnson were associated with Mr. Taft in the ownership of KGUL-TV before its 90% sale to the J. H. Whitney & Co. interests. Mr. Underwood was formerly associated in the ownership of KTHT Houston. KJIM is a 250 w daytimer on 870 kc.

KRIB MASON CITY, IOWA • Sold to William F. Johns Jr. (49% interest in KIHO Sioux Falls, S. D., 20% interest in WMIN St. Paul, Minn., 72% interest in KMNS Sioux City, Iowa, and 51% interest in WOSH Oshkosh, Wis.) for $75,000 by Edward B. Lamson. KRIB operates on 1490 kc with 250 w.

NOW . . . WESTERN NEW ENGLAND

IN ONE PACKAGE . . .


VT.
N.H.
MASS.
WWLP
Springfield-Holyoke, Mass.
CHANNEL 22
SERVING THE HEART OF WESTERN NEW ENGLAND
WRLP
CHANNEL 32
THE TRI-STATE STATION SERVING BRATTLEBORO, VT. KEENE, N. H. GREENFIELD, MASS. IN WESTERN NEW ENGLAND
TWO SATELLITES SERVING CLAREMONT, N. H. HANOVER, N. H. LEBANON, N. H. WHITE RIVER JUNCTION, VT. IN WESTERN NEW ENGLAND

WWLP

IN SPRINGFIELD, MASS.

The Best in View is Channel 22

Represented Nationally by Hollingbery

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

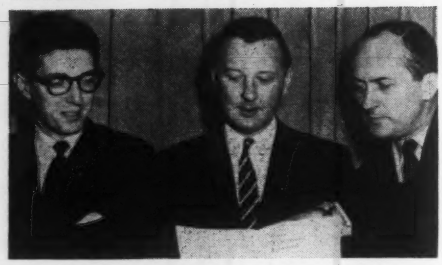
WCKY

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week



BROADCAST *editorials were under discussion at this section of the New York Radio & Television Executives Society roundtable on programming Wednesday. Sig Mickelson (r), CBS vice president, said at the luncheon session that his network could be expected to editorialize more frequently than it has in the past (three times since 1950). Ralph Renick (l), vice president in charge of news, WTVJ (TV) Miami, described his station's nightly two-minute editorials. RTES moderator was roundtable chairman Robert H. Teeter (c), vice president and director of radio of Peters, Griffin, Woodward, station representative.*

CBS to Editorialize More Often—Mickelson

CBS can be expected to carry editorials on its facilities more frequently in the future, CBS Vice President Sig Mickelson, said Wednesday at a roundtable discussion on broadcast programming held in New York by the Radio & Television Executives Society.

Appearing with Mr. Mickelson on the platform was Ralph Renick, a newscaster and vice president in charge of news, WTVJ (TV) Miami, Fla., who described how his station has carried 114 editorials in the six months since the station adopted the policy.

The nightly editorial on WTVJ is a two-minute segment of the news program handled by Mr. Renick. The word, "Editorial," is superimposed on the bottom of the tv picture as Mr. Renick starts his comment.

Mr. Mickelson, however, warned of the problems the network faces in broadcasting editorials. (The network, he noted, has carried only three such editorials since 1950—Dr. Frank Stanton, CBS president, delivered an editorial on color tv in the spring of that year; four years later, he asked for the right of tv camera coverage of congressional committees, and last January, the network through the voice of CBS newsman Howard Smith delivered a conclusion—or editorial—on the status of the U. S. compared to Soviet Russia with respect to rockets and missiles, weapons systems, economies, civil defense and education. This opinion, which was clearly labeled as such on the program, was delivered on the basis of earlier evidence presented during the program, *Where We Stand*, on CBS-TV.

The problems to a network are the FCC's regulation of "fairness and balance," the relationship of network to affiliate (a network cannot presume to speak for an affiliated station), a lack of precedent (a reason, he said, "has been our timidity") and the question of how to editorialize.

Though CBS has been working out these problems, Mr. Mickelson emphasized that the question is no more "Should we editorialize?" but rather "a matter of how we editorialize." Mr. Mickelson explained that the network had ruled out approaches of regular newsmen delivering editorials on their news broadcasts, of building a stable of commentators to express opinions as they are seen and instead has reserved the function to management, making "the editorial the expression not of the individual but of the management itself."

CBS' rules on editorializing: news and opinion must be separated and editorials identified; editorials must represent management opinion and derive from its decision; they must be the product of exhaustive research; affiliated stations should not be notified in advance of the full content of the editorial; the network must be prepared to give time to opposition spokesmen either in the same period or in a subsequent period when a comparable audience can be reached.

Mr. Mickelson also noted that WHCT (TV) Hartford, CBS-owned, was beginning regular weekly editorials as of yesterday (Sunday), that the network would watch the "test" there closely but warned that the series "is not to be construed as a presage of a regular network editorial series."

NBC-TV, U-I Set New Tv Western

NBC-TV has arranged with Universal-International for a tv western series based on the U-I 1950 feature film, "Saddle Tramp." Harold Shumate, who wrote the screen play, also will script the tv series. The pilot will go before the cameras within the next week, according to Alan W. Livingston, program vice president of NBC's Pacific Div., who negotiated the arrangement with U-I. No further details were forthcoming from either network or studio, but it is believed that *Saddle Tramp* is merely the beginning of an association under which U-I will produce a number of programs for NBC-TV on a continuing basis, much like the arrangements between ABC-TV and Warner Bros. and Walt Disney. Another possibility is that California National Productions, NBC's syndicated film subsidiary, may move its production to the U-I lot at the expiration of its present lease for space at California Studios.

WQQM-FM to Be MBS Fm Relayer

Mutual announced last week that its affiliate, WBBQ Augusta, Ga., has agreed to have WBBQ-FM serve as the seventh link in the network's projected fm relay system to complement MBS' long-line telephone circuits for affiliates coast-to-coast.

The Mutual plan, announced last month, envisions the establishment of 70 fm multiplex relay points to improve the transmission of network program services to affiliates now served only by limited frequency (Class C) telephone lines. According to MBS Engineering Director Abe Jacobowitz, the network also has five fm relay points in upstate New York (Rural Radio Network stations), one in Raleigh, N. C. (WKIX-FM), and one planned for San Francisco where Mutual has applied for its own fm outlet. Mr. Jacobowitz said the system is expected to be in full operation by January 1960.

AFFILIATES COMMEND CBS

A two-day meeting of the CBS Radio Affiliates Assn.'s board of directors and network officials wound up Feb. 21 in New York with the board adopting a resolution commending the network's programming, especially its news and public affairs schedule, its steps to modernize daytime serials and its continuing stress on entertainment programs. The resolution singled out a decision to eliminate the simulcast aspect of Arthur Godfrey daytime programs, saying, "This represents a real benefit and basic recognition of the unique values of the audio medium of network radio." Eleven board members, headed by chairman Charles C. Caley, WMBD Peoria, Ill., and approximately the same number of CBS Radio officials, led by President Arthur Hull Hayes, attended the sessions.

NBC-TV Awarded NCAA Grid Rights

NBC-TV for the fourth consecutive season, has been awarded the rights to telecast the National Collegiate Athletic Assn. football schedule during the 1958 season on *Game of the Week*, according to Rix Yard, chairman of the NCAA television committee, and Tom S. Gallery, NBC director of sports. The network will telecast games on a nationwide basis on eight Saturdays and Thanksgiving Day. One game will be televised nationally on seven of the nine dates, and two games will be carried on a split-network basis on two other dates. Regional telecasting will prevail on four other Saturdays.

ABC Building Dedicated in L.A.

The new technical building at the ABC-Television Center, Hollywood, was dedicated Saturday, marking completion of the first step in the ABC $30 million development programs started last July. Network publicity, personnel, labor relations and purchasing departments, plus several executive offices will occupy the ground floor of the two-story building until the completion of the administration building where they will be housed permanently. The film department and the ABC-owned KABC-TV will be on the second floor of the technical building. When the lower floor occupants move to the new administration building, the engineering department will take over the space, where all control equipment will be installed for production from the stages and network programs originating outside of Hollywood.

Fees on Movies-to-Tv Figured in AFM Strike

A requirement that motion picture companies make royalty payments to the Music Performance Trust Funds for feature pictures released to tv was a major factor in the breakdown of negotiations between the major movie studios and the American Federation of Musicians for a new agreement to replace the one expiring Feb. 19 and the strike of AFM against five major picture producers [PERSONNEL RELATIONS, Feb. 24], Eliot Daniel, president of AFM's Hollywood Local 47, said last week.

Mr. Daniel, who with a committee of five other members of the Hollywood local sat in with the national AFM negotiators, reported the movie makers wanted the trust fund payments dropped altogether. James C. Petrillo, AFM president, offered to cut the payments from the present 6% of the tv receipts to 4% or perhaps even lower, Mr. Daniel said, but the producers' final proposal was for payments of 1% of the producers' share of this revenue (70% of the total) for pictures made between 1948 and 1958, no payments for films made after Feb. 1, 1958, and the rate to be negotiated for films made before 1948.

AFM also asked for a 20% increase in the number of studio contract musicians (some 300 are now employed at the five major studios where AFM has struck—Columbia, Loews', Paramount, 20th Century-Fox and Warner's), increases in minimum scale ranging from 10% to 100% (the latter for arrangers and copyists, described as now receiving wages much lower than the others), a maximum of four minutes of completed recorded music per hour or 12 minutes per 3-hour session (above the present average of three minutes per hour for these producers) and an agreement that the producers refrain from using foreign or domestic sound track in making any products, including tv film, Mr. Daniel reported.

The producers' final offer was to renew the old contract as is, plus a blanket 5% wage increase, Mr. Daniel said. At this point the negotiations ended and the musicians walked out of the five major studios. Negotiations with independent movie producers will begin in the near future, he said, with those producers asked to sign an interim agreement that will permit them to employ musicians now on the basis of the old contract if they promise to accept the terms of its successor retroactive to the expiration date of the old one. Walt Disney Productions declined to sign this agreement, so Local 47 refused to permit its members to do a recording job for Disney scheduled for Tuesday, Mr. Daniel stated.

The tv film producers are not involved in the current AFM discussions, as their agreement with AFM runs for another year, until February 1959.

Court Order Restrains IATSE

A temporary injunction against Local 1, International Alliance of Theatrical Stage Employes has been issued in U. S. District Court, Southern District of New York. The injunction enjoins the union from striking or hampering CBS-TV to force assignment of remote lighting duties to IATSE rather than to representatives of International Brotherhood of Electrical Workers. An IATSE-IBEW dispute prevented CBS-TV's *Let's Take a Trip* program from doing a remote aboard the *S. S. United States*, berthed in Manhattan [PERSONNEL RELATIONS, Feb. 10].

The matter goes before a National Labor Relations Board preliminary hearing March 17.

ABC, NBC Contracts With NABET Being Voted on by Union Members

The National Assn. of Broadcast Employes & Technicians reported last week that copies of contract proposals made by ABC and NBC are in the hands of local chapters throughout the country for ratification. A union spokesman said it will be at least two weeks before the voting result becomes known.

The old contract expired Jan. 31 and members are working under the conditions of the old pact, with new terms applicable to Jan. 31. The ABC-NBC proposal, revealed Feb. 1, calls for a 6% wage increase on all levels of employment, with the maximum pay rising to a level of $180 in a period of three years [PERSONNEL RELATIONS, Feb. 10].

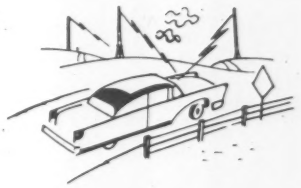
The International Brotherhood of Electrical Workers and CBS had set no date last week for resumption of negotiations on a contract covering technical employes. The old contract expired Jan. 31 when CBS made what it regarded as its "final" offer. This approximates NBC-ABC's proposals to NABET. The union and the networks decided later to renew talks, but it was reported last week that negotiations probably will await the outcome of the NABET ratification proceedings. The belief is that if NABET members ratify the contract, IBEW in all probability will fall in line with CBS' offer.

The Writers Guild of America last week continued its negotiations for CBS, ABC and NBC contracts covering staff news and continuity writers and free-lance writers [PERSONNEL RELATIONS, Feb. 24]. A network official voiced the belief the talks will continue beyond the March 31 expiration date of the present contract. Apart from the negotiations, CBS last week agreed to submit to arbitration the case of three writers whom the network had dismissed a few weeks before contract talks began. An arbitrator is being selected.

Station Stringer News System Threatened by Labor's Proposal

The use of stringers as station reporters around radio and tv coverage areas is threatened by a proposed ruling by the Labor Dept.'s Wage-Hour Administrator, according to a statement filed Thursday by NAB. The Administrator is considering a ruling that would classify stringers as regu-

Which Station?



Which Program?

Unless the Pulse exact methodology—which received an award by the American Marketing Association—is used, unidentified "extra" listening is more confusing than helpful, if not pinned down to the exact station, program, *and related to the family base of homes.*

lar employes instead of independent contractors.

Many stations will discontinue use of stringers if the ruling is adopted, NAB warned.

It added: "The chief losers will be the stringers, who are losing a source of income, and the public, which will be deprived of community news coverage."

Broadcasters would be hurt least by the ruling, according to NAB, which explained, "News at best is not a major producer of revenue. Often it is carried at a loss. The stringer system is a modest supplement to the usual news operation. It is used to cover communities and areas that otherwise would not be served."

NAB said about 600 radio and 300 tv stations use regular stringers, varying from a few to as many as 90 and averaging from 15 to 20. These stringers usually work not more than five or six hours a week and often put in no time over periods of several weeks. They are not generally required to report in person to the station, contacts being mainly by telephone or mail and under a minimum of supervision or control by the station involved.

The Administrator is reconsidering the status of stringers because a Wage-Hour inspector ruled last fall that stringers for a small eastern newspaper were regular employees of the paper and not independent contractors.

PERSONNEL RELATIONS SHORTS

Tv Spots Inc., Hollywood commercial animator, chose Motion Pictures Screen Cartoonists local 839 (IATSE) as collective bargaining agent in national labor relations board elections. Vote was six for MPSC to three for Screen Cartoonists Guild, independent union which had previously represented employes of Hollywood animation concern.

Writers Guild of America, West, television-radio branch will hold special craft forum late in March as part of guild's continuing drive against speculative writing by its members. Forum will include dramatic presentation designed to make clear to writers their rights in dealing with producers.

L.A. PAY TV FIRMS ASK TO WITHDRAW

- **Skiatron, Telemeter concede**
- **Move may end pay hopes there**

The chance for Los Angeles to be the center of the first full-fledged test of toll tv dimmed almost to the vanishing point last week when Skiatron Tv Inc. and Fox West Coast Theatres-International Telemeter Corp. asked the city council to let them withdraw their franchises to operate closed-circuit tv systems within the city and to take back their $100,000 bonds.

Action by the two franchise holders came after a petition circulated by a Citizens Committee Against Pay Tv had blocked them from proceeding with installation of equipment pending a vote by citizens [PROGRAM SERVICES, Feb. 17]. Requests for withdrawal were submitted Monday as the council was deciding whether the referendum vote would be held at the June 3 primary election or on election day, Nov. 4. The council postponed the toll tv matter until this Wednesday.

In his letter to the council, Louis A. Novins, Telemeter president, said: "Because of our faith in the inevitability of pay television, we relinquish our franchise rather than burden the city with a needless expenditure of public funds for a referendum that is now complicated by issues and forces unrelated to pay television."

Mr. Novins said that before the end of the year, his company "will be installing its system" in communities on both coasts. Skiatron also plans to start toll tv operations as soon as possible in a number of cities in which it has applied for franchises.

Meanwhile, CCAPT is not resting on its laurels. Julius Tuchler, chairman, said his group is now preparing an "initiative measure" asking voters to ban all forms of pay tv.

BMI Signs With Stavisky, Richards

Contract of the Sam Stavisky firm to handle public relations of Broadcast Music Inc. in the Washington, D. C., area has been renewed by BMI. The Robert K. Richards firm, also headquartering in Washington, has also been retained by BMI to handle public relations, principally in the station relations field.

Loew's Meet Relatively Calm; Vogel Notes Expansion in Tv

Loew's Inc. held its annual stockholders meeting last Thursday in New York in a relative calm—a respite for President Joseph R. Vogel who in the past year has had to fight to retain control of the company.

But there was belligerence from some minority stockholders who vehemently decried the absence of dividends (Mr. Vogel said he would recommend to the Loew's 19-man board to again "pass" a dividend—meaning to withhold it); the continued MGM motion picture losses, and fees paid for expenses and to attorneys as a result of the insurgent, unsuccessful proxy fight led by board member Joseph Tomlinson in the past year.

Mr. Vogel beat down these protests and also resisted suggestions that Loew's liquidate its motion picture production activity and/or sell off part of its mammoth Culver City, Calif., lot, asserting that all film companies now are losing money.

Mr. Vogel said Loew's MGM is making studio space available on an increasing scale to tv production; that MGM-TV intends to make "an increased number of television series for sale and for independent producers at our studio" and observed the company has been successful in producing films and commercials for tv.

Throughout the three-hour meeting Mr. Vogel referred to tv as the villain in the constant decline of motion picture attendance. But, at the same time, he was confident that motion pictures on tv will whet the appetite for theatre pictures among young people.

Tv Pilot Film Contest Set By N. Y. Investment House

A new approach to the financing of television film series production is planned by Feuchtwanger Corp. New York, private banking and financial concern.

Motivation Research Assoc., New York, said that on behalf of Feuchtwanger it would conduct a pilot film contest offering a $150,000 government bond as first prize, plus "dozens" of $1,000 prizes, as a means of finding potential series in which Feuchtwanger might invest.

MRA spokesmen said the prizes would be awarded without strings to the prize-winning pilots, but that Feuchtwanger would be free to negotiate for financial interests in any winners it felt had good potential for development into successful tv series. They noted, however, that the producers or owners of the pilots would not be required to negotiate.

MRA, which specializes in psychological studies of mass opinion, also hopes to develop "more objective criteria for the financing and sale of new television programs" as a result of the contest. As MRA authorities explained it, four juries are being set up. One is composed of talent; one of members of the viewing public; one of industry people including advertiser, agency, film syndication and tv broadcast-

ing representatives, and one of newsmen. Pilot films entered in the contest will be judged by all four juries. Those which pass the preliminaries and are selected for the national judging will receive $1,000 awards and the winner in the finals will get a $150,000 bond, MRA asserted.

Officials said only completed hour and half-hour films will be considered. Entries should be sent to Motivation Research Assoc., 1 W. 58th St., New York.

ABC Film Syndication Creates New York City Div., Names Four

As part of a plan to expand the sales operation of ABC Film Syndication, Phil Williams, vice president in charge of syndicated sales, announced last week the creation of a New York City sales division and the appointment of four new sales executives to the organization's staff.

Sherman Gregory, formerly sales manager of WFIL-TV Philadelphia, has been named New York City sales manager and will concentrate on sales and service to tv stations, advertising agencies, station representatives and advertisers in the New York metropolitan area. Albert G. Hartigan, program manager of WPIX (TV) New York, has resigned to join ABC Film Syndication as a New York City account executive. Other appointments include Ben F. Conway, previously television program representative of J. Walter Thompson Co., who has been designated New York State and northeast account executive for ABC Film, and William R. Dothard, sales manager of WFIL Philadelphia, who has been named eastern account executive.

Tv Revives Film for Theatres

Enthusiastic viewer reaction to the four Shirley Temple features shown on television via the NTA Film Network last fall and winter has prompted National Television Assoc. to place "Susannah of the Mounties" back into theatrical release. Through NTA Pictures Inc., theatrical subsidiary of NTA, this film, also starring Miss Temple, has been booked for showing on the Loew's Theatres Inc. circuit starting March 26. The company also intends to re-issue to theatres other Temple films not shown on tv.

CPN Names New Sales Division

California National Productions, NBC-TV film syndication subsidiary, has named its new sales division Victory Program Sales. Jacques Liebenguth, manager of the new unit that will distribute all off-network programs and syndication reruns, has hired three of five additional salesmen slated for the new staff. NBC Television Films continues to handle all shows newly-produced for syndication.

G-K Sells African Series Abroad

Gross-Krasne's African patrol film series, produced in Africa by Kenya Productions Ltd., will be seen in England as well as in the U. S. Associated British Pictures Corp. has bought it for use on the commercial tv system in the United Kingdom and will start telecasting it in London on March 26.

Paramount Completes Sale Of Pre-'48 Features to EMKA

Paramount Pictures Corp. last week announced that it had consummated its agreement with EMKA Ltd., a subsidiary of Music Corp. of America, for sale of Paramount's pre-1948 feature library. The initial terms of the pact call for MCA to pay a total of $50 million to Paramount over a period of time [AT DEADLINE, Feb. 10, *et seq.*].

Under the agreement, EMKA acquired all rights to the film library. Paramount received an initial $10 million payment of the $50 million purchase price. Paramount said it would continue to distribute a selected group of the library for theatrical exhibition (understood to include all Cecil B. DeMille productions and some other motion pictures, titles of which still have not been decided).

FILM SALES

Screen Gems Inc., N. Y., has announced sale of its "Triple Crown" package of 112 feature films to KENS-TV San Antonio, KRLD-TV Dallas, KHQ-TV Spokane and WOOD-TV Grand Rapids, Mich., and of its "Shock!" package of films to WTVN-TV Columbus, Ohio; WTIC-TV Hartford, Conn.; WTCN-TV Minneapolis, and WRVA-TV Richmond, Va.

RANDOM SHOTS

CBS Newsfilm, syndicated by CBS-TV Film sales, has added eight new subscribers, company announces. Five new subscribers in U. S. are WHIO-TV Dayton, Ohio; WCAX-TV Burlington, Vt.; WCBY-TV Bristol, Va.; KROD-TV El Paso, Tex., and WDXI-TV Jackson, Tenn. New overseas subscribers include Swiss television network served from Zurich, new ITN station at St. Hillary, England, and YVKA-TV Caracas, Venezuela. CBS Newsfilm also has expanded its service and coverage by signing exchange agreement with Canadian Broadcasting Corp. for full filmed news output of CBC-TV, company announced. Complete CBS Newsfilm service becomes available for distribution by CBC-TV to all of its 46 television stations in Canada.

Gross-Krasne, producer-syndicator of tv film programs, has arranged for William Morris Agency to act as executive representatives in sale of G-K properties designed for national sponsorship and network broadcast, company reports. First series under new arrangement will be *Mr. Glencannon,* now being filmed in London by Gross-Krasne Ltd., English subsidiary of Hollywood company.

Robert Davis Productions Inc., N. Y., has announced it has acquired film and video tape rights to new abstract advertising display technique developed and patented by John Hoppe. Called mobilux, technique combines lumia art form with manually controlled instruments. System allows displays of letters or symbols to be animated to music or other design and is achieved by intense light and flexible mirrors on which designs are masked.

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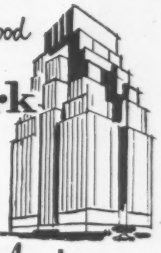

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RCA RISES TO $1.2 BILLION HIGH

For the third consecutive year, RCA business has topped the magic billion-dollar mark. In the firm's annual stockholder report, issued last week, the RCA board chairman, Brig. Gen. David Sarnoff, and President John L. Burns revealed that RCA sales for 1957 were up 4.3% to the record high of $1.2 billion, with net profits (after taxes) amounting to $38.5 million.

Of the sales volume, commercial manufacturing made up 50%, NBC Radio and NBC-TV earnings 25% with the balance shared between government contracts and the radiotelegraph operations of RCA Communications Inc.

Despite the optimistic gain in sales, the "softening of general economic conditions and the highly competitve situation in the radio-tv industry" brought about a 3.7% drop in profits, according to Messrs. Sarnoff and Burns. Thus, common stock earnings dropped 10 cents a share from 1956 to $2.55 last year.

This is how the report summed up the corporate picture at RCA during 1957:

• Home Entertainment: Color tv continued to grow, with more stations continuing to add colorcasting facilities to their operations, with dealers pushing more color sets out of the showroom and into the living-room. Another step forward last year was in the field of hi-fi and stereo systems.

• NBC Radio and NBC-TV: The television network claimed its billings reached "a record high" as radio business "increased." NBC-TV hypoed colorcasting schedules with more programming, won a number of tv awards and also claimed having garnered 1957's "largest audience—60 million viewers" for *Annie Get Your Gun.*

• Administration: A total of $417,350,000 was paid in 1957 to a total of 78,000 employes, representing 35 cents out of each sales dollar. On the network level, there was considerable shuffling of top-level personnel and a rash of new vice presidencies, described in the report as "a series of promotions and appointments . . . a realignment of NBC's executive structure to enable the company to meet the requirements of its growth."

Other sections of the report dwelled in detail on such RCA activities as development and expansion of transistor usage, electron tubes, communications equipment, defense contracts, etc.

AT&T Net $829.5 Million in 1957

AT&T has reported record net income of $829,543,000 in 1957, equal to $13 per share on an average of 63,811,000 shares outstanding, as compared with $777,791,083, equal to $13.16 per share in 1956 on 10% fewer shares. The report cited the growing use of microwave radio today, pointing out that radio relay routes provide 12 million miles of telephone circuits, or nearly one-quarter of the company's entire long-distance network. They also furnish 80% of the channels in AT&T's tv hookup reaching 513 tv stations in 348 cities, the report stated. It noted that radio is becoming increasingly important to provide "the best and most economical service in years to come," and accordingly AT&T has asked the FCC to increase the number of microwave frequencies allocated to communication companies.

Sylvania Reports Record Sales, But Net Income Down for 1957

Sylvania Electric Products Inc., New York, has informed shareholders that while its net sales for 1957 were the highest in the company's 56-year history, net income dropped $2 million below that of 1956. The reason: defense cutbacks and the shrinking profit margin.

According to Sylvania Chairman-President Don G. Mitchell, net sales came to $342,957,061—a gain of $10.6 million over 1956, representing a 7% increase in Sylvania's commercial business. But with a 9% decrease in defense billings and expiration of other contracts, Sylvania's 1957 net income of $12,655,839 represented a dip of $2.2 million from the figure reported in 1956. (1957 Sylvania earnings also encompass those of Argus Cameras, an independent firm that became a division of Sylvania in 1957.)

Meanwhile, Sylvania elevated two of its officials to vice presidencies. W. Herbert Lamb, general manager of Sylvania's tv picture tube division in Seneca Falls, N.Y., and Walter A. Weiss, general manager of the firm's radio tube division at Emporium, N.Y., will head their respective divisions as vice presidents.

MANUFACTURING SHORTS

RCA reports shipment of 50-kw transmitter to WBNS-TV Columbus, Ohio, and 25-kw transmitter to WSB-TV Atlanta.

Belmont Radio Corp. (merged with Raytheon Mfg. Co.) announces reformation of company with offices at 4937 Fullerton Ave., Chicago. **Harold C. Mattes** is president.

Audio Devices Inc., N. Y., reported last week 42% increase in magnetic tape sales in 1957 over 1956. Total sales of all products of firm were $4,779,690, which is 29% increase over 1956 total of $3,707,576, company reported.

Westinghouse has announced production of new am-fm table radio representing firm's first fm receiver since 1954. Move is promoted by "doubling of industry fm sales in past five years and recent growth in number of fm stations," company reports. Spring line also includes two new transistor models and three portables. Am-fm model is priced $69.95.

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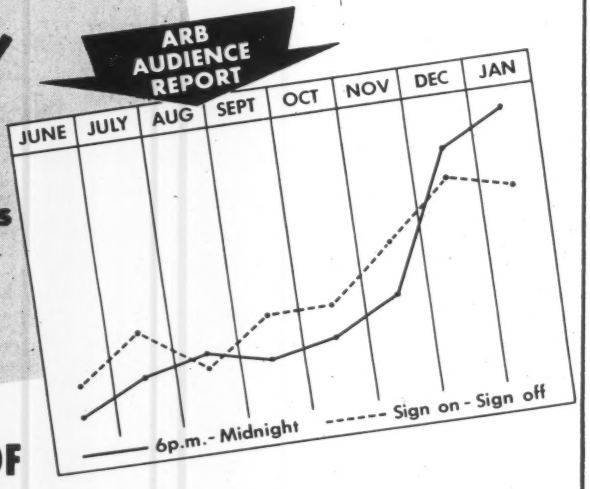

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CANON 35 PERPETUATION AVERTED

- **Unprecedented talks by Swezey, Hanson defend all-media access**
- **Bar group body defers McCoy unit's recommendations to August**

An attempt to force the American Bar Assn.'s Canon 35 into a state of perpetuity was defeated last Monday by the ABA's House of Delegates. The canon calls on the courts to exclude radio-tv facilities from courtrooms.

Intricate parliamentary maneuvers by pro-Canon 35 interests at the House meeting in Atlanta proved futile when the report of a canon-revising committee headed by Judge Philbrick McCoy, of Los Angeles [BROADCASTING, Nov. 4], was deferred by a voice vote to the ABA's annual convention in Los Angeles Aug. 25-29.

The action was regarded as a defensive victory for media and for those ABA members not in sympathy with Canon 35, adopted more than a decade before television became a commercial medium.

MR. SWEZEY

For the first time in its history the House of Delegates agreed to let non-delegates present their side of an issue. Robert D. Swezey, WDSU-AM-TV New Orleans, an ABA member, appeared for NAB and Radio Television News Directors Assn. Elisha Hanson, Washington attorney and ABA member, represented newspaper interests. Appearing on behalf of the McCoy committee's report were Judge McCoy; Judge John R. Dethmers, Michigan Supreme Court; Peter H. Holme Jr., Denver Bar Assn., and Glen Coulter, Detroit, a member of the ABA Board of Governors who introduced a resolution calling for adoption of the McCoy report.

The Canon 35 action was taken after the House had resolved itself into a committee of the whole, a step needed to permit non-delegates to appear on the floor as speakers. After the opposing speakers had stated their sides of the case, Sylvester Smith Jr., chairman of the Rules & Calendar Committee, moved that no action be taken on the McCoy report until the Los Angeles meeting. His position was supported by ABA President Charles S. Rhyne, who pointed out that the ABA's Bar Media Conference Committee had been ignored by the association. The conference committee has been meeting with media representatives in an effort to reconcile the desires of journalistic media and the need for fair trials. It is headed by Judge Walter M. Bastian of the U. S. Court of Appeals, District of Columbia.

The McCoy report proposed retention of Canon 35 with minor changes in phraseology.

Mr. Swezey deplored the fact "that upon the basis of no new information, experimentation or research of which we are advised," the special committee had proposed extension of the Canon 35 assumption "that broadcasting and televising of court proceedings are calculated to distract the witness."

He said the committee action "is in sad contrast to the thorough and painstaking inquiry of the Supreme Court of Colorado," which arrived at findings exactly opposite to those of the committee. He noted the Colorado court is the only one ever to hold a rule-making proceeding on the effects of broadcasting upon a trial and upon its participants.

Pointing out that electronic journalism can bring the true picture of a trial to the public while it is in progress, he said broadcasts offer a chance to remove the public's fear and suspicion of the courts. He added, "If our system of justice is to continue to be effective and maintain public respect, it must grow and adapt itself to the changing requirements of the community which it is charged to serve."

Mr. Swezey recognized and approved the traditional conservatism of the legal profession. He answered the charge that broadcasters would only carry sensational trials with this comment:

"There is no question that, by and large, the broadcaster, like the newspaper publisher, will want to bring to the public those proceedings which will be reasonably calculated to be of interest to a fairly substantial part of the audience. It would be fruitless, for example, to broadcast any portion of an intricate probate proceeding involving discussion and interpretation of legal points quite beyond the comprehension of the general public. . . . There is every reason why the broadcaster should, except in unusual circumstances, confine his coverage to cases involving issues of paramount public interest."

Members of the ABA Bar-Media Committee, created in 1955, were not consulted by the special Canon 35 committee, he reminded, terming this an "incredible" oversight. He said the bar-media group didn't receive word of the committee's report until days after its publication.

Mr. Swezey recommended that ABA set up a working committee, supported by funds permitting regular meetings with broadcasters and publication groups, for a serious study of the problems inherent in Canon 35. Otherwise ABA will "alienate completely the responsible element in media who are seeking a sound and mutually satisfactory solution of this matter," he predicted. He asked the House to instigate further tests, such as that conducted by the Supreme Court of Colorado, to determine without question the effect of radio-tv coverage of the courts.

Mr. Hanson represented American Newspaper Publishers Assn., American Society of Newspaper Editors, Sigma Delta Chi

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MacTon Turntable for Cars and Displays, Mole Richardson Boom and Perambulator, Parallels, Ladders and Steps, Scrims and Flags, Dots and Stands.

Write or Wire for Catalog and Free Estimates

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Canadian Office:
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and National Press Photographers Assn. He explained that all media groups adhere to the principle that judicial proceedings should be conducted with dignity and that the court should make certain that nothing is done to distract a witness or deprive the public of fair and accurate information on what takes place in the courtroom.

He cited Supreme Court basis for the position that a trial is a public event and that it may be reported, along with the recognition of oral and printed media to have the rights of free press and speech.

Mr. Hanson reviewed the curious history of Canon 35, and the parliamentary bickering that led to its adoption after the Bruno Hauptman (Lindbergh baby) kidnap trial in the '30s.

"It has been demonstrated that photographing, broadcasting and televising of trials under present day methods can be done without degrading the court, distracting witnesses or creating misconceptions in the minds of the public," he said. Mr. Hanson, too, recalled that the ABA canon committee had not consulted the Bar-Media Committee during its preparation of the report.

He said, "In no country of the world today can an independent judiciary exist without the protection of a free and courageous press. Is it not time to quit quarreling with one another over how trials should be reported and work together to make certain the public obtains better reports and by all modern methods of reporting which can be used with due regard to the conduct of a fair and open trial?"

Proponents of the McCoy report argued first. Judge McCoy said his committee felt the human element presented a difficult problem after conceding radio-tv are technically able to do an unobtrusive job. He said commercial broadcasters would want primarily to cover just the sensational trials and added that judges should not be loaded with the responsibility of handling nonjudicial problems involved in audio-visual reporting.

Judge Dethmers described the publicity evils of the electronic media. Mr. Holme said his secretary had suggested that women would make a play for the cameras. He feared political overtones if radio-tv are in the courtroom. Mr. Coulter cited the preamble to the ABA canons.

In the discussion, Robert G. Storey Jr., Dallas, said ABA needs good public relations and suggested the McCoy report isn't likely to develop good will among media. He reminded that the Texas Bar Assn., after hearings, decided there was no need for Canon 35.

The proponents of the McCoy report had no rebuttal after Messrs. Swezey and Hanson had argued the media side of the case.

RTNDA, NAB and other interested media groups filed briefs with the House. RTNDA charged the McCoy report proposed a mere revision in semantics and did not modify the arbitrary prohibition against broadcasting, filming, recording or photographing court proceedings. It noted that no evidence or demonstration was sought by the McCoy Committee.

The RTNDA brief contended cameras and microphones need not create distraction or disturbance in the courtroom. It reminded that broadcasting and photography at all times are conducted at the discretion of the judge and under conditions he prescribes.

PROGRESS in solving labor problems of broadcasters was reviewed Thursday at a Washington meeting of the NAB Employer-Employe Relations Committee, headed by Leslie C. Johnson, WHBF-AM-TV Rock Island, Ill. Committee members attending were (l to r): seated, Calvin J. Smith, KFAC Los Angeles; Herbert R. Ohrt, KGLO-AM-TV Mason City, Iowa; Richard Freund, ABC; Mr. Johnson; D. G. Middendorf, Crosley Broadcasting Co.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and Harold M. Wagner, MBS. Standing, Richard M. Brown, KPOJ Portland, Ore.; George Fuchs, NBC; Ward L. Quaal, WGN Chicago; Joseph Schertler, Westinghouse Broadcasting Co.; Loundsburg Bates, CBS; Joseph J. Bernard, KTVI-TV St. Louis, and Robert B. Jones Jr., WFBR Baltimore.

Film Code Seal Shown, NAB Mailing Am Pledges

NAB took steps last week to strengthen enforcement of the voluntary Standards of Good Radio Practice and the Television Code.

Pledges of adherence to the radio standards will be sent all NAB member stations this month. Stations signing the pledge will be sent kits of promotional materials. Worth Kramer, WJR Detroit, chairman of the Standards of Good Practice Committee, said after a committee meeting last Monday the kit would include a plaque bearing a visual symbol and a recording of an audio symbol; promotional copy for on-the-air use and newspaper releases; mats for letterheads, brochures and station advertising; a speech text and a revised copy of the radio standards.

A presentation covering the standards will be given at the NAB convention in Los Angeles, Wednesday, April 30. A discussion period will follow. Theme of the presentation will be "Good Standards Are Good Business."

The visual standards symbol is in the shape of a shield with traditional lightning streak and heraldic trumpet. Wording is "National Association of Broadcasters" and "A Good Practices Station." The audio symbol uses music arranged and orchestrated by Percy Faith, of CBS. Announcement copy emphasizes the association's name and the good practices theme.

Attending the standards meeting, besides Chairman Kramer, were Carleton Brown, WTVL Waterville, Me.; Ralph Evans, WOC Davenport, Ia.; Frank Gaither, WSB Atlanta; Cliff Gill, KBIG Hollywood, Calif.; James Howe, WIRA Fort Pierce, Fla.; Wil-

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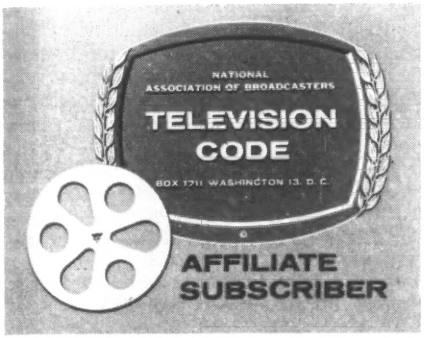
liam McGrath, WHDH Boston, and Cecil Woodland, WEJL Scranton, Pa.

NAB last week unveiled its special emblem to be carried on tv films produced under the Television Code. Twenty-one film producers are affiliate subscribers to the code. The emblem (see photo) is similar to the station-network tv code symbol, with addition of a reel and the words "Affiliate Subscriber."

William B. Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the Television Code Review Board, said the emblem "is a symbol of cooperation between the tv film industry and the broadcasting industry, both having as a common objective the presentation of tv programming consistent with the tastes and preferences of the viewing public."



NEW TV SEAL *for NAB's film subscribers.*

Affiliate subscribers include CBS Television Film Sales, California National Productions (NBC), and these members of the Alliance of Television Film Producers: Chertok Tv; Wyatt Earp Enterprises; Filmaster Productions; Flying A Pictures; Gallu Productions; Gross-Krasne; Hobart Productions; Lassie Tv; Marterto Enterprises; McCadden Productions; Overland Productions; Revue Productions (MCA); Hal Roach Studios; Superman; TPA Productions; Brennan-Westgate Productions; Ziv Tv Corp.; Mark VII; and Lindley-Parson.

Arkansans to Meet March 28-30

The spring meeting of Arkansas Broadcasters Assn. will be held March 28-30 at the Hotel Marion, Little Rock, according to Ted Rend, KDRS Paragould, ABA president. A board meeting will be held the night of March 28, with business sessions starting the next morning. Election of officers will be held that afternoon. Side meetings are scheduled by MBS affiliates, daytime stations, and AP and UP station subscribers.

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IN PUBLIC INTEREST

$95 Million ARC Drive Launched on Radio-Tv

President Dwight D. Eisenhower launched the $95 million 1958 Red Cross campaign on radio and tv Saturday night in a filmed and recorded appeal broadcast by all major networks.

As of last week the American National Red Cross had booked additional exposure this month on "virtually every important program carried by the major television and radio networks." At that time 110 tv shows had been scheduled, with more being added currently, and personal appeals by public figures were fed closed-circuit by radio networks to affiliates for broadcast throughout the campaign month.

Volunteer coordinator for this year's Red Cross campaign is James A. Barnett, vice president of the Rexall Drug Co., with J. Walter Thompson Co. working as task agency. JWT has developed a character, "Poster Bill," for the first animated television spots ever to be used in the Red Cross drives. Spots have been prepared in 60-, 20- and 10-second lengths, using voices of Parker Fennelly and Jim Bacchus. The cartoon theme carries over to slides and copy also being furnished broadcasters. Other films being run include a report by Gen. Alfred M. Gruenther on his first year as Red Cross president, a sequence taken from the Army's *Big Picture* tv series and others from the ARC library.

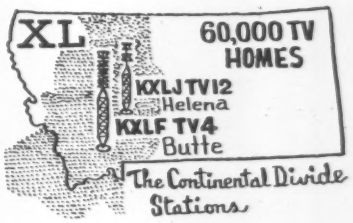
Harry Martin, director of Red Cross public information, noting the "heartening" way all show business and media outlets have pledged assistance, said the Red Cross would reach the largest audience in its history this month. All media have rallied, he said, to help collect $95 million for regular Red Cross services and an additional disaster reserve fund which is "seriously depleted after 2½ years of the costliest disaster operations in history."

The kickoff appeal was seen Saturday on *Gunsmoke* over CBS-TV; the *Perry Como Show*, NBC-TV, and the *Lawrence Welk Show*, ABC-TV. Radio networks carried it at the following times: NBC, 7:05 p.m.; MBS, 8:05 p.m.; ABN, 9 p.m., and CBS, 9:30 p.m., all EST. Roy W. Johnson, chief of the new Advanced Research Projects Agency and 1958 fund chairman of the New York Red Cross chapter, made a pre-campaign appearance Wednesday on the *U. S. Steel Hour*, CBS-TV.

Among the personal appeals on tv are the *Bob Hope Show* (NBC), *Tic Tac Dough* (NBC), *$64,000 Challenge* (CBS), *I've Got a Secret* (CBS), *Frank Sinatra Show* (ABC), *$64,000 Question* (CBS), *Polly Bergen Show* (NBC) and *General Electric Theatre* (CBS).

SALK HOP • WALM Albion, Mich., and the National Foundation for Infantile Paralysis co-sponsored a "Salk Hop" Feb. 15 for Albion area teenagers to receive free polio shots. Admission to the dance was free if a teenager was taking his first shot or previously had taken the complete series of three shots. WALM furnished the records

Dominance in MONTANA



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Pacific Northwest Broadcasters-West

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Immediately After the NAB Convention

★ Combine your business-Convention trip with a delightful 8-day sun-filled Hawaiian vacation. Enjoy fun and relaxation before returning to your office desk. You and your family fly by special deluxe DC-7 and enjoy the beautiful Hotel Surfrider on Waikiki Beach, a special luau feast with outstanding Island entertainment. Be a guest of the Navy on a private trip through Pearl Harbor, golf at the exclusive Oahu Country Club, visit the facilities of member radio and television stations.

★ Hawaii is only 7 hours west of California. Take advantage of geography and add a week of fun to your convention trip!

★ Return by deluxe ocean liner can be arranged if desired.

This Needs 'Live Clearance' . . . D.B.s Unacceptable!

This trip available only through Travelguide, the agency used by Los Angeles radio, television and advertising executives.

For Full Information Write:
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and equipment for the dance, which enabled 337 teenagers to take their first shot. Two more dances are scheduled to complete the series. Parent-approval forms were distributed in the school system several weeks in advance and on-the-air promotion by WALM explained further the reason for the dance.

TWO HITS—ONE RUN • KFMB-TV San Diego News Director Ray Wilson aided in the capture of a hit-run driver Feb. 14 as the result of his news broadcast. A man had been killed and his wife critically injured near El Cajon. Police called Mr. Wilson and asked him to describe the vehicle on the next news show. After the program a viewer went outside to put his own car away and noticed a car matching the description in a vacant lot next door. He notified the police and they arrested the driver, who confessed he had struck the couple, the station reported.

DANGER SIGNAL • KOIL Omaha has arranged to broadcast a special alert for violent storms in cooperation with the FCC, the U. S. Air Force and the U. S. Weather Bureau. KOIL has supplied Omaha and Council Bluffs radio repair shops with plans for a unit which, when attached to a radio, will automatically turn on a muted speaker for the alert signal. The peacetime utilization of Conelrad will permit public forewarning of severe weather and alleviate the overloading of telephone lines, KOIL said.

EDUCATION

Jazz, Foreign Policy, Research Set for NBC Live ETV Project

Three 13-week series of live programs on American jazz, American foreign policy and medical and scientific research will be produced by the NBC Educational Television Project in cooperation with the Educational Television & Radio Center, Ann Arbor, Mich., for presentation on the nation's interconnected educational tv stations, starting March 24.

The programs are *Briefing Session*, dealing with foreign policy, to be telecast Tuesdays 10:30-11 p.m., starting March 25; *The Subject Is Jazz*, for presentation Wednesdays 6-6:30 p.m., beginning March 26, and the still untitled medical-scientific research series to be carried Mondays 6-6:30 p.m., starting March 24. The programs will be sent out live on NBC-TV's regular facilities to educational stations, according to Edward Stanley, director of public affairs for the network, who said many NBC affiliates will carry some or all of the series on a delayed basis by kinescope.

Parley on Children's Shows Set

The National Assn. of Educational Broadcasters has announced a Seminar on Children's Programming to be held in cooperation with the Lowell Institute Cooperative Broadcasting Council and Boston U. March 29-April 1. The Boston meeting, to be limited to 20 ETV participants, will be held concurrently with a similar seminar for commercial broadcasters and advertisers under auspices of Boston U. and the Lowell Institute Council. A Ford Foundation grant is being used to finance the ETV seminar, and the Foundation for Character Education is underwriting the commercial sessions, according to an NAEB announcement.

WTTW (TV) Seeks $200,000 More

A community drive to raise an additional $200,000 for 1958 operating funds will be launched by the Chicago Educational Television Assn. March 11 on behalf of WTTW (TV), its non-commercial, educational station, it has been announced by Edward L. Ryerson, CETA president.

The station's 1958 budget is $735,000, with an estimated $500,000 expected from contracts for national distribution of programs, tv college courses by the Chicago Board of Education, closed-circuit tv production and use of WTTW's kinescoping facilities by outside agencies and organizations.

The remaining $235,000 is being sought from the community, plus $105,000 to pay for WTTW's studio expansion and power boost. A total of $140,000 already has been raised.

EDUCATION SHORTS

Advertising Federation of America has announced it will again sponsor placement of teachers in advertising industry during summer. Last year nine professors received practical experience in agencies or media through AFA's college cooperation committee.

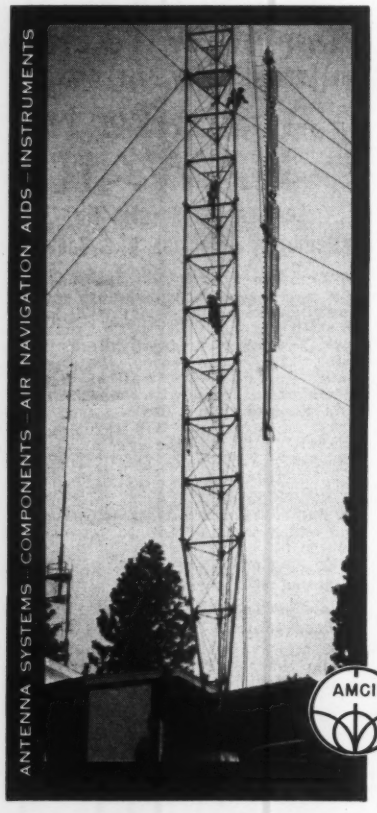
KQED (TV) Berkeley-San Francisco, Calif., educational station, announces its series, *Profile: Bay Area,* has received $10,000 grant from Columbia Foundation of San Francisco to finance 26 additional shows. Show deals with controversial and unusual aspects of area life.

Puget Sound Council, American Assn. Advertising Agencies, has announced two annual scholarships of $200 for qualified advertising students of U. of Washington School of Communications, reportedly first such scholarship program to be undertaken by any AAAA council.

Brigham Young U., Edwin Smith Hinckley Scholarship Fund, has received $25,000 from **Edward J. Noble,** founder of Life Savers Corp. and ABN. Fund was established four years ago in memory of Mr. Hinckley, who was vice president of university, by his children.

Society of Motion Picture & Television Engineers education committee has appointed subcommittee to sponsor course at U. of California, L. A., on tv film maintenance and handling. **Edward E. Benham,** chief engineer of KTTV (TV) Los Angeles, will head subcommittee.

RCA Institutes graduated 196 students Feb. 20 in ceremonies at the School of Education, New York U. Completing courses in advanced electronics, television and general electronics and radio-tv servicing, the graduates represented eight states, Bahamas, Colombia and Haiti.



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CBC Board Defers Giveaway Ban Rule

Power increases, share transfers, a new television station and deferment of the proposed minimum standards regulation for contests and prize-giving programs highlighted the Feb. 14 meeting of the board of governors of the CBC at Ottawa, Ont.

Following presentations by the Canadian Assn. of Radio and Television Broadcasters and individual stations, the CBC board of governors decided to defer for further study their proposed minimum standards regulation for giveaway programs. The regulation would have required such contests to be operated only with contestants present in the studio audience and all mail entries being judged on their merit. CARTB opposed the regulation on grounds it would be detrimental to local merchants and smaller manufacturers.

CARTB, in a six-page brief, opposed the regulation on grounds the product giveaway is a tested and economical way for the small producer to introduce a new product and said to ban the practice would give undue advantage to major chain stores and to large manufacturers with extensive advertising budgets.

CARTB maintained the regulation would "handicap the use of any medium in any attempt to increase distribution of sales and consequently assist in maintaining high levels of employment and promote a high degree of development in the Canadian economy." It added that such contests are within the law, noting that CARTB does not support "straight money giveaways."

In asking for a public opinion poll, CARTB said listeners "should be allowed to participate in any legal contest if they desire, and public opinion should be the deciding factor." It suggested a poll through a two-weeks-or-more period of announcements on both CBC and privately-owned stations, and also asked that CBC seek the views of local merchants, cooperatives and other non-national, and less-well-established producers, manufacturers and distributors likely to be affected by the regulation.

The CBC board recommended a tv station license to La Television de la Baie des Chaleurs Inc., at New Carlisle, Que., on ch. 5 with 52 kw video and 27 kw audio power and directional antenna 1,613 feet above average terrain. The board deferred a decision on a satellite tv station to CJCB-TV Sydney, N. S., at Inverness, N. S., on ch. 6, to allow an application to be heard for a new station at Antigonish, N. S.

No new radio stations were recommended, but power increases were recommended for a number of stations.

CKSF Cornwall, Ont., will increase power from 250 w to 1 kw and change frequency from 1230 to 1220 kc. CKAR Huntsville, Ont., not yet on the air, will increase power from 250 w on 1340 kc to 1 kw on 590 kc and change location of transmitter site. CKTB St. Catherines, Ont., has been granted the right to increase power from 1 kw on 620 kc to 5 kw on 610 kc. CKNX Wingham, Ont., will boost power from 1 kw to 2.5 kw day and 1 kw night and remain on 920 kc.

CJON St. John's, Nfld., has been empowered to install a 250-w standby transmitter. Share transfers have been recommended for CKVR-TV Barrie, Ont.; CKEK Cranbrook, B. C.; CKOK Penticton, B. C.; CKDM Dauphin, Man.; CFBC St. John, N. B.; and CHOK Sarnia, Ont.

CARF Group Proposes New Plan To Measure Radio-Tv Audiences

A new plan to measure radio and television audiences has been developed by the broadcast audience measurement committee of the Canadian Advertising Research Foundation, Toronto. In its first report the CARF committee, headed by Robin E. Merry of Lever Bros. Ltd., Toronto, pointed out that advertisers want more detailed information on audiences.

The report outlines a national audience research plan for some research organization to undertake. The report points out that the plan would provide a service of broad scope and high quality "but which would cost the industry more than it is now paying for the measurement services it receives."

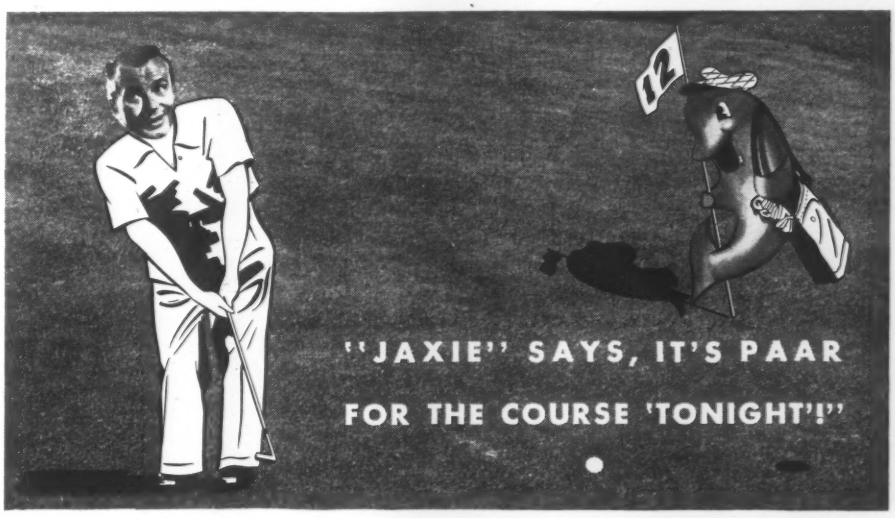
The proposed plan would be on a "quality controlled diary" system with a sample of at least 0.25% of all households in each of 26 non-overlapping regions into which Canada would be divided. In each region the sample would be divided into four equal representative sub-panels, each of which would report every fourth week so there would be a report from one sub-panel every week. The data secured would provide for an annual national coverage survey.

There also would be reports every four weeks on audience size, on listening and viewing habits for each day of each week for the four weeks, audience composition reports quarterly through the year, and special reports on multi-station areas such as Toronto and Montreal. The diary report would be made on 15-minute programs for network and individual stations in both English and French. In multi-station markets there would be a diary report covering continuous minute-by-minute listening and viewing habits of a representative group of households.

In announcing the report, CARF Chairman Adrian Gamble warned broadcasters they would lose out to other media unless they provide more adequate audience information. "If every individual station insists on its own plan, we'll just continue with the present inadequacies, which means the individual stations will get less of each advertising dollar," he said.

Canadian Agencies Merge

A merger of two medium-size Canadian advertising agencies has made the new firm of Stanfield, Johnson & Hill, Toronto and Montreal, the fourth largest in Canada with total billings of $11 million. Merged were



"PAAR-TICIPATION is the keyword to get your share of the great multi-billion dollar North Florida-South Georgia market—your lowest cost per thousand buy to cover the growing Jacksonville area.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12 Jacksonville, Florida

FLORIDA'S COLORFUL STATION

Locke, Johnson & Co. Ltd., Toronto, and Harold F. Stanfield Ltd., Montreal and Toronto. The Toronto offices of Harold F. Stanfield Ltd. will be closed and the staff merged with the office of Locke, Johnson & Co.

Harold F. Stanfield is president of the new firm and Elton Johnson is chairman of the board. Gordon J. Hill, formerly vice president of Locke, Johnson & Co., is executive vice president of the merged organization, and Paul Greenberg, formerly vice president and a founder of Harold F. Stanfield Ltd., is managing director of the merged operation.

CBC Sets Up National Tv Sales

CBC has established a national selective sales office at Toronto under the management of William F. Cooke. The unit is under the CBC commercial department, headed by Walter E. Powell.

The new unit will handle spot announcements and selective programs of national advertisers on the six English-language CBC tv stations at Halifax, Montreal, Ottawa, Toronto, Winnipeg and Vancouver. It is another step in the changes being made by CBC to develop commercial business in both radio and tv operations.

Increasing need of money for its expanding operations and the lack of changes in its financial setup have forced the CBC to become more commercially minded. The establishment of the Toronto selective sales office will leave CBC commercial department representatives in various cities to handle the local business on CBC stations.

B. C. Outlets Set Combined Rate

Three 1-kw radio stations in the Okanagan Valley of British Columbia have combined to sell time on all three at a special rate. Okanagan Radio Broadcasting has been formed by CJIB Vernon, CKOV Kelowna and CKOK Penticton. A rate card for time on all three stations has been established effective April 1. Sales manager of the group is Ken Compton, CKOV Kelowna. All three stations are represented in Canada by All-Canada Radio Facilities Ltd., and in the U. S. by Weed & Co.

BBM's New Meeting Date: May 12

The annual meeting of the Bureau of Broadcast Measurement, Toronto, will be a luncheon at the Queen Elizabeth Hotel, Montreal, on May 12, instead of the formerly-announced date of March 31 at the Mount Royal Hotel, Montreal. The change in dates of the Canadian Assn. of Radio & Television Broadcasters convention accounts for BBM's change in date.

INTERNATIONAL SHORTS

Thomas J. Lipton Ltd. has appointed Needham, Louis & Brorby Inc. to handle advertising for its Lipton tea in Canada. Creative work will be handled by agency's Chicago staff, with services coordinated through NL&B's Toronto office. Young & Rubicam formerly serviced Lipton tea in Canada, along with other products (soup, etc.) which it will continue to handle there, plus Thomas J. Lipton domestic business.

Zenith Radio Corp. of Canada appoints Foote, Cone & Belding to handle its radio-tv-electronics account.

J. Lyons & Co., Canada Ltd., has named BBDO, Toronto, to handle Lyons tea advertising.

Canadian Radio Week is to be observed May 4-10, Broadcast Advertising Bureau of Canadian Assn. of Radio & Television Broadcasters has announced. Report on 1957 Canadian Radio Week (May 5-11) has been issued.

CHRC Quebec City, Que., reports it has increased its power to 10 kw on 800 kc.

Latin American Networks Co., N. Y., has been appointed U. S. and Canadian representative for Union Radio HRTV (TV) Honduras, it has been announced. **Vincente Ramos,** president of Latin American, will be account supervisor.

Mil-Ko Products Ltd., Toronto, and **Whitehall Prarmacal Ltd.** (proprietary), Toronto, have jointly begun sponsorship of weekly film program *Have Gun Will Travel* on CBC tv network. Agencies are W. A. McCracken Ltd. and Young & Rubicam Ltd., both of Toronto, respectively.

ABROAD IN BRIEF

ELECTRONIC CONTENDER: The West German electrical industry closed 1957 with better than $3 billion in sales or 8% over its 1956 total, according to *German-American Trade News,* published monthly in New York. Tv set production is up 50% and production of radios and other appliances up 20-25%. Electronics now account for 10% of West Germany's exports and places the Bundesrepublik in third place behind the U. S. and Great Britain in world-ranking. On the basis of 1957 exports for which all the data is not complete as yet, *G-A Trade News* points out, "It is likely that Germany may have displaced Great Britain."

COMMERCIAL GAIN: A rate increase for advertisements seen on the Hessian and Southwest tv networks of the West German broadcasting system has been announced, effective immediately. The per-minute rate for commercials has been raised to $1,700 on the premise that the stations of the national network (including Bavaria) reach approximately 400,000 families.

EDUCATION IN ESPANA: The government of Spain is building a new television transmitter in the Guadarrama Mountains near Madrid for coverage in the capital city, Toledo, Salamanca and Burgos. The new facility will be used to improve the national level of education, according to an official announcement. The government heretofore has operated an experimental tv station at Madrid.

AWARDS

CBS Fund Awards Eight Newsmen News, Public Affairs Fellowships

Eight radio-tv newsmen were named last week to receive CBS Foundation News and Public Affairs fellowships for 1958-59. The fellowships average $8,000 each and cover tuition and other costs at Columbia U. and necessary transportation and living costs for each recipient and family dependents for the fellowship year of 36 weeks. The newsmen are: Clayton Lee Edwards, news supervisor, WTAR Norfolk, Va.; Bernard N. Eismann, CBS News, New York; Randall Gover, director of news, WWL-TV New Orleans; Edmonde A. Haddad, news staff, KNX Los Angeles; Gerhard Schwartzkopff, CBS News, Bonn, Germany; Guy Searls, CBS News, Hong Kong; Donald H. Weston, news director, KGVO and KMSO-TV Missoula, Mont., and Walter E. Whitaker, acting director, University Broadcasting Services, U. of Alabama.

Byers Wins KRAK Rate Contest

Hale Byers, media buyer in the Minneapolis office of BBDO, has been named first prize winner in a national rate-guessing contest by KRAK Stockton - Sacramento, Calif., that station has announced. KRAK is awarding him a week's vacation with his wife in Las Vegas including expenses, air transportation and $250 cash. Runners-up: Howard Abrams, local KRAK advertiser, $200; Ellen Carlson, J. Walter Thompson Co., Chicago, $150 and Marie Rogers, JWT, Chicago, $50.

MR. BYERS

GMA Life Line Contest Opens

Women telecasters have been invited to submit entries to the 1958 Life Line of America trophy competition sponsored by the Grocery Manufacturers of America. Paul S. Willis, GMA president, announced last week. Awards are offered annually to stimulate broader public understanding of the many steps food takes from the "field to the table." Alternating each year, television and farm publication entries are represented in 1958 with radio and newspaper classifications to be represented in 1959. The deadline is August 15. GMA address is 105 East 42nd St., New York 17.

AWARD SHORTS

NBC has been awarded citation of merit for its "pioneering experiment in educational tv through NBC educational tv project" by Alabama Television Education Commission. NBC, in partnership with Educational Television & Radio Center, Ann Arbor, Mich., in 1957 produced 115 live educational tv programs over network lines without cost to educational stations.

Station Authorizations, Applications

As Compiled by BROADCASTING

February 20 through February 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTION BY FCC

Hibbing, Minn.—Carl Bloomquist—Granted vhf ch. 13 (192-198 mc); ERP 10.7 kw vis., 5.3 kw aur.; ant. height above average terrain 633 ft., above ground 437 ft. Estimated construction cost $133,983. P. O. address 715 Grant Ave., Eveleth, Minn. Studio location Hibbing. Trans. location St. Louis County. Geographic coordinates 47° 22′ 52″ N. Lat., 92° 57′ 18″ W. Long. Trans.-ant. RCA. Consulting engineer Vandivere, Cohen and Wearn, Washington, D. C. Mr. Bloomquist, owner **WEVE Eveleth,** will be sole owner. Announced Feb. 20.

APPLICATIONS

Sterling Colo.—Bi-States Co., vhf ch. 3 (60-66 mc); ERP 27.9 kw vis., 15.1 kw; aur.; ant. height above average terrain 669 ft., above ground 602 ft. Estimated construction cost $205,833, first year operating cost $36,000, revenue $80,000. P. O. address 414-16 East Ave., Holdrege, Neb. Studio location Sterling, Colo. Trans. location 13 miles east of Sterling on US 6. Geographic coordinates 40° 40′ 41″ N. Lat., 102° 58′ 13″ W. Long. Trans.-ant. G. E. Legal counsel John Southmayd, Perpetual Bldg., Washington. Consulting engineer, Commercial Radio Equipment Co., International Bldg., Washington. Owners are **F. Wayne Brewster** (55.5%) and others. **Bi-States** owns **KHOL-TV Kearney** and **KHPL-TV Hayes Center,** both **Nebraska.** Mr. Brewster has hospital and livestock interests. Announced Feb. 20.

Tacoma Wash.—Clover Park School District #400*, uhf ch. 56 (722-728 mc); ERP .700 kw vis., .426 kw aur.; ant. height above average terrain 138.3 ft., above ground 97.6 ft. Estimated construction cost $78,645, first year operating cost $5,000, revenue $5,000. P. O. address 5214 Steilacoom Blvd., Tacoma. Studio trans. location same as P. O. address. Geographic coordinates 47° 11′ 10″ N. Lat., 122° 29′ 30″ W. Long. Trans.-ant. GE. Legal counsel Prosecuting Attorney-Pierce Co., 705 S. 11th St., Tacoma. Consulting engineer C. H. Turner, Route 3, Box 10, Tacoma. Applicant also is licensee of **KCPS (FM)* Tacoma.** Announced Feb. 21.

Existing Tv Stations

CALL LETTERS ASSIGNED

KVIQ-TV Eureka, Calif.—Calif. Northwest Bcstg. Co., ch. 13. Changed from KHUM-TV, effective Feb. 3.

WEZI Louisville, Ky.—Mid-America Bcstg. Corp., ch. 21. Changed from WKLO-TV.

KCMT Alexandria, Minn.—Central Minn. Tv. Co.

WECT Wilmington, N. C.—WMFD-TV Inc., ch. 6. Changed from WMFD-TV, effective Feb. 15.

KOCO-TV Enid, Okla.—Streets Electronics Inc., ch. 5. Changed from KGEO-TV, effective March 1.

Allocations

TV CHANNEL CHANGE

By report and order Commission amended tv table of assignments and shifted ch. 11 from **Galveston** to **Houston, Texas,** effective March 27. At same time, it modified license of **Gulf Television Corp.** to specify operation of **KGUL-TV** (ch. 11) in Houston instead of Galveston; conditions. Announced Feb. 21.

Translators

CALL LETTERS ASSIGNED*

K70BC Twentynine Palms, Calif.—Morongo Basin Tv Club Inc.

K77AI Redwood Falls, Minn.—Redwood Tv Improvement Corp.

K78AI Libby, Mont.—Libby Video Club.

K76AI Powers, Ore.—Powers Tv Translator Inc.

W73AA Blue Mountain, Pa.—Upper Lehigh Translator Service Corp.

*Translator channels are designated by the numbers in their call letters.

New Am Stations

ACTION BY FCC

North Augusta, S. C.—Dixie Bcstg. System—Granted 1600 kc, 500 w D. P. O. address Howard C. Gilreath, Box 391, Vidalia, Ga. Estimated construction cost $10,550, first year operating cost $41,800, revenue $48,000. Mr. Gilreath, sole owner, is manager. **WVOP Vidalia, Ga.** Announced Feb. 20.

APPLICATIONS

Green Cove Springs, Fla—Ben Akerman, 1580 kc, 1 kw D. P. O. address 2646 Cheshire Bridge Rd., Atlanta, Ga. Estimated construction cost $6,650, first year operating cost $18,000, revenue $24,000. Sole owner Akerman is general manager, **WGST Atlanta.** Announced Feb. 21.

Smyrna, Ga.—Harvey S. Hester, 1570 kc, 1 kw D. P. O. address 503 Campbell Road, Smyrna. Estimated construction cost $13,995, first year operating cost $48,000, revenue $60,000. Sole

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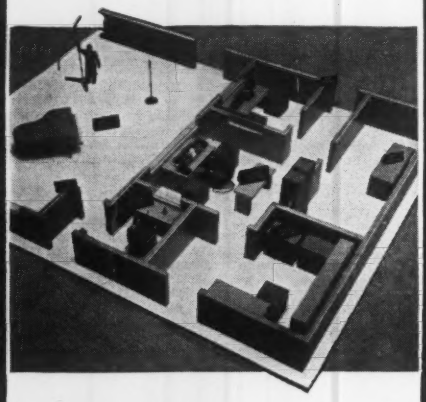

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owner Hester is restauranteur. Announced Feb. 21.

Chicago Heights, Ill.—Seaway Bcstg. Co. Inc., 1470 kc, 1 kw D. P. O. address William S. Martin, 825 East Drexel Square, Chicago. Estimated construction cost $29,266, first year operating cost $42,000, revenue $50,000. Owners are **William S. Martin, Charles D. Buford** and **Eugene H. Dibble III.** Mr. Martin is deputy coroner. Dr. Buford is dentist. Mr. Dibble is account executive, with **Straus, Blosser & McDowell.** Announced Feb. 25.

Carnegie, Pa.—Carnegie Bcstg. Co., 1590 kc, 1 kw D. P. O. address 411 North Fourth St., Box 446, Fort Pierce, Fla. Estimated construction cost $41,797, first year operating cost $75,000, revenue $85,000. Owners are **Hoyt C. Murphy** (66⅔%) and **G. R. Chambers** (33⅓%). Mr. Murphy is also owner of **WJDY Salisbury, Md.** Mr. Chambers owns **WDVM Pocomoke City, Md.** Announced Feb. 24.

Texarkana, Tex.—Floyd Bell, 550 kc, 500 w D. P. O. address Box 1050, Texarkana. Estimated construction cost $15,000, first year operating cost $24,000, revenue $56,000. **Mr. Bell,** sole owner, has interest in **KOBY San Francisco** (2%) and **KOSI Aurora, Colo.** (.5%). Announced Feb. 24.

Existing Am Stations

ACTIONS BY FCC

WIRB Enterprise, Ala.—Granted change of facilities from 1230 kc, 250 w unl. to 600 kc, 1 kw, D; trans. to be operated by remote control; denied request of **WREC Bcstg. Service (WREC) Memphis, Tenn.,** that any grant of instant application contain condition that there shall be no operation prior to local sunrise or that instant application be designated for hearing. Announced Feb. 20.

KWNA Winnemucca, Nev.—Granted application for change from unlimited hours of operation to specified hours from 7 a.m. to 7 p.m., Mon. through Thurs.; 7 a.m. to 10 p.m., Fri. and Sat.; and 8 a.m. to 7 p.m., Sun.; such specified hours eliminates from present operation three hours per day from 7 p.m. to 10 p.m. Announced Feb. 20.

APPLICATIONS

KHOZ Harrison, Ark.—Cp to increase power from 250 w to 1 kw and install new trans. Announced Feb. 24.

WMGR Bainbridge, Ga.—Cp to change hours of operation from daytime to unlimited using power of 500 w, 5 kw, local sunset; install directional ant. for nighttime use and make changes in ant. (decrease height). Announced Feb. 24.

WSGW Saginaw, Mich.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Announced Feb. 25.

WSJC Magee, Miss.—Cp to increase power from 500 w to 1 kw. Announced Feb. 24.

WOV New York, N. Y.—Mod. of license to change station location from **New York, N. Y.,** to New York, N. Y.-**Carlstadt, N. J.,** and maintain second main studio at 277½ Patterson Plank Road, near Carlstadt, N. J. Announced Feb. 24.

KTLQ Tahlequah, Okla.—Cp to increase power from 500 w to 1 kw and install new trans. Announced Feb. 21.

KCVL Colville, Wash.—Mod. of cp to change hours of operation from daytime to specified hours. (Sign-off at 6:00 p.m. daily.) Announced Feb. 21.

CALL LETTERS ASSIGNED

WFPB Lake Worth, Fla.—Gold Coast Bcstg. Co., 1380 kc.

WIIN Atlanta, Ga.—WTAM Inc., 970 kc. Changed from WTAM, effective Feb. 11.

WMVB Millville, N. J.—Union Lake Bcstrs. Inc., 1440 kc. Changed from WMLV.

WETC Wendell-Zebulon, N. C.—Wendell-Zebulon Radio Co., 540 kc. Changed from WENZ.

WHMS Charleston, W. Va.—Joseph L. Brechner, 1490 kc. Changed from WGKV.

WECL Eau Claire, Wis.—Chippewa Valley Radio & Tv Corp., 1050 kc. Changed from WRFW.

New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—University of Judaism*, 90.9 mc, 10 w P. O. address 6525 Sunset Blvd., Los Angeles. Estimated construction cost $2,965, first year operating cost $3,000. Applicant is West Coast branch of **Jewish Theological Seminary.** Announced Feb. 21.

Newport Beach, Calif.—Arnold J. Stone, 103.1 mc, .855 kw U. P. O. address 6535 West Olympic Blvd., Los Angeles. Estimated construction cost $8,591, first year operating cost $18,000, revenue $24,000. Sole owner Stone is attorney and realtor. Announced Feb. 25.

Santa Ana, Calif.—Phillip E. Brestoff, 106.3 mc, 1 kw U. P. O. address 1400 Braeridge Drive, Beverly Hills. Estimated construction cost $12,330, first year operating cost $24,000, revenue $30,000. Sole owner Brestoff was until recently station manager, **KFMU-FM Los Angeles.** Announced Feb. 21.

Cleveland, Ohio—Friendly Bcstg. Co., 106.5 mc, 16.3 kw U. P. O. address 2900 Tilden St., N. W., Washington. Estimated construction cost $28,000, first year operating cost $10,000, revenue $10,000. Applicant is licensee of **WJMO Cleveland** and 100% stockholder in **WYOU** and **WACH-TV,** both **Newport News, Va.** Announced Feb. 26.

Oklahoma City, Okla.—Carl E. (Evans) Williams, 94.7 mc, 17.02 kw U. P. O. address 730 East Reno, Oklahoma City. Estimated construction cost $5,850, first year operating cost $15,400, revenue $37,375. **Mr. Williams,** sole owner, also owns **Williams Tv of Oklahoma City.** Announced Feb. 25.

Existing Fm Stations

CALL LETTERS ASSIGNED

WEBH-FM Chicago, Ill.—Buddy Black Bcstg. Co. Inc., 93.9 mc.

WKSD Kewanee, Ill.*—Board of Education, District No. 229.

WGCS Goshen, Ind.*—Goshen College Bcstg. Corp., 91.1 mc.

Allocations

PROPOSED FM CHANNEL CHANGES

Commission invites comments by March 21 to proposed rule making to amend allocation table for Class B fm stations by adding ch. 247 to **Southern Pines, N. C. Sandhill Community Bcstrs. (WEEB)** Southern Pines, petitioned for amendment in order that it might file an application for Class B fm station on that channel. Announced Feb. 20.

Commission invites comments by March 21 to proposed rule making to amend allocation table for Class B fm stations by adding ch. 243 to **Montrose, Pa.** Amendment will make available ch. 243 for proposed new Class B fm station there as requested in application by **Montrose Bcstg. Corp.** Announced Feb. 20.

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Ownership Changes

ACTIONS BY FCC

WABB Mobile, Ala.—Granted assignment of license to **Northern Virginia Bcstrs. Inc. (WARL Arlington, Va.,** owned 100% by **Cy Blumenthal**—also owns **WCMS Norfolk, Va.,** and **KCKN Kansas City, Kan.,** and has interest in **WROV Roanoke, Va.**); consideration $150,000; subject to the condition that within 60 days after consummation of the assignment, assignor shall dispose of its interest in the note executed by the assignee as part of the purchase price. Announced Feb. 20.

WKRG-AM-FM-TV (ch. 5) Mobile, Ala.—Granted transfer of control from **Shirley Rester Konrad,** et al., to **Giddens TV Inc. (Kenneth R. Giddens,** president, 50%, and **Mobile Press Register Inc., WABB Mobile,** 50%; two stockholders of Mobile Press have interest in **WGYV Greenville**); consideration $1,179,915; conditioned that transaction not be consummated until Mobile Press has disposed of WABB. Announced Feb. 20.

KJNO Juneau, Alaska—Granted assignment of license to **Baranof Bcstrs. Inc. (J. B. Mangen,** president); consideration $45,000. Announced Feb. 20.

KDLM Detroit Lakes, Minn.—Granted transfer of control from **Dr. Lester N. Dale** and **Garfield L. Fox** to **Herbert Gross Jr.,** and **Kendall Light d/b as Herb Gross Associates;** consideration $50,590. Announced Feb. 20.

KAVE-AM-TV (ch. 6) Carlsbad, N. Mex.—Granted transfer of control from **Nancy H.** and **John Battison** to **Edward P. Talbott** and 6 others; consideration $43,500. Announced Feb. 20.

WNYS Salamanca, N. Y.—Granted assignment of license from **Luther M. Schaeffer,** et al. to **Alfred B. Smith;** consideration $11,800. Announced Feb. 20.

WJGD Columbia, Tenn.—Granted assignment of license to **Maury County Boosters Corp. (J. H. Dowling, president);** consideration $60,000. Announced Feb. 20.

KWIQ Moses Lake, Wash.—Granted transfer of control from **Robert S. McCaw** and **Warren J. Durham** to **Basin TV Co. (KBAS-TV** ch. 16, **Ephrata; Thomas C. Bostic,** president, and two other officers have interest in Cascade Bcstg. Co., **KIMA-AM-TV Yakima, KEPR-TV Pasco,** and own **KEPR, Kennewick,** and **KLEW TV Lewiston, Idaho);** consideration $14,725.

APPLICATIONS

KALI Pasadena, Calif.—Seeks assignment of license from **Consolidated Bcstg Co.** to **Tele-Bcstrs. of Calif. Inc.** Corporate change. No control change. Announced Feb. 26.

WOBS Jacksonville, Fla.—Seeks relinquishment of positive control of licensee corporation **(Mel-Lin Inc.)** by **Simpson R. Walker Jr.** through sale of stock to **Lawrence R. Picus** and **Harry C. Powell Jr.** Mr. Walker receives $353.33 and after transaction he and Messrs. Picus and Powell will each own one-third. Announced Feb. 20.

WQIK Jacksonville, Fla.—Seeks acquisition of positive control of licensee corporation **(Rowland Bcstg. Co. Inc.)** by **Marshall W.** and **Carol C. Rowland** through acquisition of stock from **Thomas Edison Casey.** Transaction is intra-family, involving exchange of various interests. Announced Feb. 21.

KFBI Wichita, Kan.—Seeks acquisition of negative control of licensee corporation **(KFBI Inc.)** by **Hale Bondurant** through purchase of stock from **K. W. Pyle** for $15,000. Mr. Bondurant's ownership is increased from 45 to 50%. Announced Feb. 21.

WAKYB-AM-FM Paducah, Ky.—Seeks transfer of control of licensee corporation **(Barrington Co. of Ky.)** from **Aubrey D. Reid** to **Barrington Co.** Corporate change. No control change. Announced Feb. 24.

WEND Baton Rouge, La.—Seeks transfer of control of licensee corporation **(Vox Inc.)** from **W. Reece Sullivan** and others to **Paul A. D'Antoni, James Dowdy** and **Don Partridge** (one-third each) for $100,000. Buyers each own one-third of **WGLC Centreville, Miss.** Announced Feb. 26.

WKBX Corinth, Miss.—Seeks relinquishment of positive control of licensee corporation **(Triangle Bcstg. Corp.)** by **Luther C. Moore,** through sale of stock to **E. O. Roden, W. I. Dove** and **T. L. Estess** for $5,400. Mr. Roden (38.46%) also owns **WBIP Booneville** and has interest in **WTUP Tupelo** (30%), **WAZF Yazoo City** (50%) and **WEGA Newton** (40%), all **Mississippi,** and **KREL Baytown, Tex.** (40%). Mr. Dove (9.6%) owns 17% of WAZF and 23% of KREL. Mr. Estess (3.8%) is manager, WBIP. Announced Feb. 24.

WHIM Providence, R. I.—Seeks transfer of control of licensee corporation **(Buckley-Jaeger Bcstg. Corp.)** from **Richard D. Buckley** to **James P. Haney** and **Janice D. Buckley,** trustees, and **Richard H. Gerken.** Control remains in Buckley family. Announced Feb. 20.

KWAT Watertown, S. D.—Seeks transfer of control of licensee corporation **(Midland National Life Insurance Co.)** from **C. W. Murchison Jr.** and **John D. Murchison** to **Reserve Life Insurance Co.** et al for $6,161,725. Announced Feb. 21.

WDSG Dyersburg, Tenn.—Seeks transfer of negative control of licensee corporation **(State Gazette Bcstg. Co.)** from **Asa LeRoy Ward** to **Robert William Ward** for $15,000. Robert Ward's ownership will be 50%. Messrs. Ward are father and son. Announced Feb. 21.

KPEP San Angelo, Tex.—Seeks assignment of license from **David P. Pinkston** and **C. H. Treadway,** d/b as **Concho Bcstg. Co.** to **C. H. Treadway,** tr/as Concho Bcstg. Co. for $56,500. Mr. Treadway formerly held 25% interest. Announced Feb. 24.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through Jan. 31

	AM	FM	TV
LICENSED (all on air)	3,153	520	399[1]
CPs ON AIR (new stations)	57	16	103[2]
CPs NOT ON AIR (new stations)	94	62	107
TOTAL AUTHORIZED STATIONS	3,304	598	655
APPLICATIONS FOR NEW STATIONS (not in hearing)	397	39	78
APPLICATIONS FOR NEW STATIONS (in hearing)	111	9	51
TOTAL APPLICATIONS FOR NEW STATIONS	508	48	129
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	233	20	41
APPLICATIONS FOR MAJOR CHANGES (in hearing)	34	0	13
TOTAL APPLICATIONS FOR MAJOR CHANGES	267	20	54
LICENSES DELETED	0	6	0
CPs DELETED	1	0	3

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through Feb. 26

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,170	65	90	523
FM	520	19	63	56
TV (Commercial)	399[1]	106[2]	107	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through Feb. 26

	VHF	UHF	TOTAL
COMMERCIAL	421	84	505[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, seven tv stations which are no longer on the air, but retain their licenses.
[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.
[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).
[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Hearing Cases

FINAL DECISIONS

By order of Feb. 20, Commission made effective immediately Jan. 17 initial decision and granted application of **Radio Franklin Inc.,** for new am station to operate on 1290 kc, 1 kw, D, in **Rocky Mount, Va.**

The Commission on Feb. 20 rescinded action of Feb. 12 in scheduling for oral argument on March 24 proceedings on applications of **Owensboro On The Air Inc.,** and **Owensboro Publishing Co.** for new tv stations to operate on ch. 9 in **Hatfield, Ind.**

Commission announces memorandum opinion and order of Feb. 12 which denied petitions by **WTVJ Inc. (WTVJ, ch. 4, Miami, Fla.)** and **Gerico Investment Co. (WITV ch. 17, Fort Lauderdale, Fla.)** for reconsideration of April 24 report and order which added ch. 6 to **Miami;** also denied motion by Gerico for issuance of mod. license to specify operation of WITV on ch. 6 in Miami instead of ch. 17 in Fort Lauderdale, or the initiation of a proceeding under Sect. 316 of Communications Act and its consolidation with comparative proceedings involving applications for chs. 7 and 10 in Miami.

OTHER ACTIONS

By order, Commission amended cp granted June 27, 1957 as modified Sept. 30, 1957, to Supreme Bcstg. Co. Inc., for experimental tv station **(KK2XFW)** to operate on ch. 12 simul-

continues on page 98

"Whatever your broadcast needs, go straight to Collins"

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- **DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.**
- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum*.**
- **All other classifications 30¢ per word—*$4.00 minimum*. • DISPLAY ads $20.00 per inch.**
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Stations selling mail order specialties to senior citizens send rates to Box 268D, BROADCASTING.

If you are a salesman and feel you are ready for a **big market** like Washington, D. C., contact WEAM, Arlington, Va.

Management

General manager, who can invest to purchase an interest and manage music and news in excellent metropolitan market. Box 254D, BROADCASTING.

Expanding chain seeks manager. New England station, sound, profitable, with undeveloped potential. We don't superivse; we want you to supervise and sell. Earn $12,000 to start. Management or actual selling experience necessary. Send picture, full details. Box 306D, BROADCASTING.

Strong selling manager wanted for progressive midwest radio station. Wonderful opportunity. Excellent working conditions. Write Box 363D, BROADCASTING.

Sales

Salesmanager with ideas and drive for northwest, 5 kw, CBS affiliate in progressive college town of 35,000. $125.00 a week plus 5% of the net, will make $8,000 a year or more. Apply Box 311D, BROADCASTING.

Exclusive market Montana station wants second salesman. Stable person who likes small communities, and knows how to sell radio. Air work optional, your job: Sell-service. Tape, photo, resume. Box 351D, BROADCASTING.

Immediate opening for two salesmen outstanding nothern California station in market of 100,000. Send details and references. Box 374D, BROADCASTING.

Are you eager to make easy money. Sell for a good music station that is getting results for their advertisers. KBKC is expanding sales staff. The person we are looking for lives with his accounts, loves radio, and likes to sell. Guaranteed salary and 15 percent commission. Hospitalization and insurance. Music and news station and 18th size market. Send account list, photo and background to Tom E. Beal, General Manager, Radio Station KBKC, 436 West 47th Street, Kansas City, Missouri.

Kansas City radio station needs promotion men. Experienced preferred but not necessary. Rapidly expanding organization. Four station network. Managerial potential, paid vacation, salary plus commission. Car necessary. Send resume and picture to Ed Charles, KCKN, 4121 Minnesota Avenue, Kansas City, Kansas or call FAirfax 1-3200.

Account executive, excellent opportunity, immediate opening, call Manager, KGYW, Vallejo, California.

Account executives. Two stable, experienced sales-executive type men for local radio-tv time sales department. $8,000 to $10,000 year potential. Write, Keith Oliver, Sales Manager, WJIM, Lansing, Michigan.

Looking for experienced man for established radio station who can sell in a good wide-open market. $125 per week guarantee against 15%. Mail complete information to Bill Ewing, WTUX, Wilmington, Delaware.

Announcers

DJ personality, must have 1st phone. Middle size mid-U. S. market paying top salary. Box 323D, BROADCASTING.

Expanding chain has immediate opening for experienced announcers at brand-new station in greater Pittsburgh area. Will be in operation in a few weeks. $90 to $95 per week to start, with regular raises and unusual opportunity for advancement into management. Minimum of 1 year experience required. All applicants must send tape, photo, resume with letter of application. Box 131D, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Announcer with first phone for all night deejay show; engineering secondary. No maintenance. Personality and newscasting talent are "musts". Salary open, commensurate with ability. Box 161D, BROADCASTING.

For better than average announcer-newsman, established kilowatter in pleasant prosperous Illinois city offers better-than-average-situation as to pay, extra benefits and opportunity. Must be sharp with general staff work including music, news, interviews and selling with a warm friendly personality. Send tape, resume to Box 220D, BROADCASTING

Announcer-engineer. South Georgia 5 kw daytimer needs combination announcer-first class engineer immediately, emphasis on announcing. Southerners only. Box 232D, BROADCASTING.

Higher than average pay plus good future opportunities for an experienced announcer with higher than average ability and versitility. Key personal qualities we are looking for are sincerity, maturity, and intelligence. Send recent photo, resume, and 7½ or 15 tape with first reply. Station located near Pittsburgh, Penna. Box 276D, BROADCASTING.

Sportsman, must have 1st phone. Minimum three years experience all types play-by-play. Also strong dj personality. Salary open. Large midwest market. Box 322D, BROADCASTING.

Western New York full time station with brand new equipment has opening for combo man. No maintenance, announcing first consideration. Write for details. Box 324D, BROADCASTING.

Opportunity for married staff announcer. Send resume. ABN network. Texas. Box 337D, BROADCASTING.

Wanted, a "morning man" announcer with some sales experience. Small North Carolina town. Box 338D, BROADCASTING.

Wanted: Country music morning man for major market. Box 340D, BROADCASTING.

Announcer with abilities as newscaster and deejay, rural farm music and news station, upstate New York. Salary dependent on experience and abilities. No floaters. Must be reliable and have ability to get along with others. Please send tape, resume, references, salary required. Box 343D, BROADCASTING.

Announcer with first class ticket, no maintenance, required, experience not necessary. Wisconsin. Box 344D, BROADCASTING.

Morning man for Pennsylvania station. Experienced with good voice. $87.50 per week. Box 358D, BROADCASTING.

Bright, sparkling morning man. Good opportunity. Good salary. Benefits, on music-news station. If you're a good man tap out a tape and picture to Box 373D, BROADCASTING.

Morning wake-up man. Pleasant, friendly delivery, experienced, mature. Midwest location. Send resume and audition tape. Box 379D, BROADCASTING.

Smooth morning-man with first phone. Rush tape, picture, resume, salary expected. KBAB Town & Country Hotel, San Diego 10, California.

Have immediate opening for announcer. Don Howard, KDLK, Del Rio, Texas. Call 5-2431.

New Mexico independent needs experienced news-music announcer. KPBM, Carlsbad, New Mexico.

Wanted: Announcer for a 1000 watt independent in city of 11,000 in southwest. Prefer an experienced radio man with knowledge of music, news and sports. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to KSCB, Liberal, Kansas.

Wanted: Radio announcer with 1st class license. Radio Station KVOU Uvalde, Texas.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for announcer-salesman interested in future. Contact Bill Tedrick, KWRT, Boonville, Missouri.

Wanted, announcer with first class ticket. Emphasis on announcing. Southerner preferred. Beri Moore, WAMI, Opp, Alabama.

Wanted, staff announcer with first class phone. Good salary, maintenance, engineering experience preferred but not essential. Call Radio Station WCDT, Winchester, Tennessee, collect.

Top dj personality for area's leading music, news station. Must be warm, friendly, with outstanding voice quality. Thorough experience a necessity. Excellent salary and working conditions. Send air check, tape and complete information immediately to Art Burnham, Program Director WEEX, Easton, Pa.

Immediate opening for experienced staff announcer. Send tape, photo and resume. WKBC, North Wilkesboro, N. C.

Wanted immediately: Announcer with first phone. Beginner ok if interested in becoming chief engineer of (Gates equipped) modern 250 watt indie with two way fm news unit, salary open. Contact Bill Rhyne, WRNB New Bern, North Carolina.

Announcer-engineer first ticket, news-music station. WSHE, Sheboygan, Wisconsin.

Midwest 5 kw CBS affiliate and full power vhf tv needs solid announcer with experience in control room operations. Maximum scale $100.00 for 40 hour 5 day week with two years experience. Send audition tape, recent photo and background information to: Bob Eickmeyer, WTAD-KHQA-TV Quincy, Ill.

Technical

Chief engineer, for directional California radio station. Must be experienced and with good voice for some announcing duties. Starting salary $7,500. Box 387D, BROADCASTING.

Transmitter engineer, first phone. Experience not needed. Many extra benefits. Send all info soonest to Box 372D, BROADCASTING.

Opening soon for chief engineer with established kilowatt daytimer. Good conditions for right man. WASA Havre de Grace, Maryland.

Production-Programming, Others

Writer-producer-announcer for California station who can write, produce, and voice all types of production spot announcements utilizing sounds, music, and ingenuity. Rush details, photo, salary requirement, and taped sample of work. Box 308D, BROADCASTING.

Experienced and energetic disc jockey needed for radio and tv operation. Middle U.S. Unusual opportunity. Write Box 364D, BROADCASTING.

Sports director needed for one of the finest radio-tv operations in the country, opportunity unlimited. Write Box 365D, BROADCASTING.

RADIO

Situations Wanted

Management

Net flagship executive—exceptional local station experience, extensive background, program, promotion, administration. Box 246D, BROADCASTING.

400 hitter seeking challenging opportunity in faster league. Station or sales manager. Fifteen years extensive experience. Can hit to all fields. Family man. Best references. Require $12,000. Have bats will travel. Box 284D, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Management

Manager-salesman. Presently managing No. 1 Pulse rated radio in eastern metropolitan city. Personally sell over 125,000 each year excluding national, agency and industry contacts. Best references including present company. I run stations on lowest overhead as possible. Box 297D, BROADCASTING.

General manager with 12 years of radio experience desires similar position in larger market. Proven ability in all phases of radio with outstanding sales record. Married, 37 and a driver. Would consider investment. Top references. Box 335D, BROADCASTING.

Several years announcing experience, sales experience, promotion, news. Married, have car, good references. Desires management position. Available immediately. Box 348D, BROADCASTING.

Manager. 8 solid years in radio. All phases, including agency. Progressive idea man with top sales record in very competitive medium size market. References including present employer and business associates. Box 361D, BROADCASTING.

Manager/sales manager: Mr. Owner, are you seeking a well established pro with a bona fide radio-tv record, reputation and know-how? Here's one! Now employed. Capable experience, management and sales. Documented personal sales ability. Try shooting blind and confidential with him. You've everything to gain. Box 362D, BROADCASTING.

Seeking position in southern states as manager of radio station. Began career in radio 1950. Graduate Academy of Radio Arts, Toronto, Ontario. Have built my own station and have held 75 percent controlling stock. President and general manager, however, have sold out. Recently was able to sell at considerable profit. Experience in various stations includes radio and tv news, announcing, sales, production and management. Box 375D, BROADCASTING.

Need operating capital? Sales and management? Have money-ability-experience! Willing to invest in potential! Box 381D, BROADCASTING.

Hard-working young man seeking opportunity as manager or assistant manager small market am-tv. Eight years broadcasting experience all phases. Box 386D, BROADCASTING.

Attention new and absentee owners: More profit. Balanced team. Harmonious relationship. This can be yours for less than your present operating costs. Our package price includes general manager, sales managers and/or commercial managers, program directors and announcer-engineers. H&R Associates, 869 Brunswick Avenue, Trenton 8, N. J. Attention: Mr. S. Daniel Ryan.

Assistant manager, program director, announcer, chief engineer. Five years radio experience in all phases. Want permanent position in Arkansas or adjacent state. Edwin Zoch, Bryant, Arkansas. Collegeville, Jackson 7-3464.

Sales

Superior local salesman, 4 years television experience, top billing, television training, college, graduate school. Box 316D, BROADCASTING.

Attention Florida stations: Sales manager-radio-television. Sales experience at local, regional, and national levels. New York experience. Southerner. Necessary to live in Florida year-round for reasons of health. Married-settled. Available for interview. Box 347D, BROADCASTING.

Have outstanding sales background. Mature, reliable, would like radio-tv sales. Locate anywhere. Box 377D, BROADCASTING.

Minor premise: Sucess in sales and management looking for potential! Major premise: Potential, want sucessful sales and management? Conclusion: Potential, let us sell you with our qualifications. Contact Box 382D, BROADCASTING.

Experienced salesmen, air personality c & w. Can sell own or others shows. Best references present employer. Curley Wilson, % WBEX, Chillicothe, PR 3-0168.

Announcers

Basketball, baseball, football announcer. Seven years experience. Finest of references. Box 570C, BROADCASTING.

Announcer, first phone. Married, no children, good selling voice, 2 years experience, authoritative newscasts. Smooth dj shows. Box 639C, BROADCASTING.

2 top rated 2½ hour shows, 6 days. $150 minimum. Top jock 8 years. Box 267D, BROADCASTING.

Announcer, pd, strong on news, wants permanent position in northern Virginia or southern Maryland. Write Box 305D, BROADCASTING.

Top-notch personality dj, 3 years experience run own board, married. #1 Pulse rated in California. If you have job, I have ideas and they're proven. Tape and resume on request. Box 309D, BROADCASTING.

Negro personality. Sell, write, five years experience. Relocate in medium to large city. Box 315D, BROADCASTING.

Girl dj-announcer: Experienced, productive air sales, newscasting, interviews, continuity, production spots, secretary, 3rd ticket, single, car. Southwest preferred. Box 318D, BROADCASTING.

Announcer-program director. Four years radio experience with same organization. Young, capable, married. Radio or tv. West coast or south. $90.00-$100.00. Good references. Box 319D, BROADCASTING.

White or negro stations. Experienced popular music deejay or r&b. Straight, sincere personality. No jivetalker. Newscaster. 25, hard worker, veteran, college, married. Negro, absolutely no negro accent. Open minded, good for race relations. Travel. Box 320D, BROADCASTING.

Negro announcer, top Pulse rating in large metropolitan area. Desires change to larger station. Six years experience, staff and jockey. Excellent references. No drifting. Compared to network announcer; try me. Box 325D, BROADCASTING.

Girl-personality, dj, run own board, eager to please. Free to travel. Gimmicks and sales. Box 326D, BROADCASTING.

DJ beginner, capable, eager to please, salary secondary to opportunity. Grad N. Y. radio school. Tape and resume immediate on request. Box 327D, BROADCASTING.

Personality-dj strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 328D, BROADCASTING.

Negro deejay. Good board man, fast pattern, smooth production. I'm the one you're looking for. Tape and resume. Box 329D, BROADCASTING.

Have voice, will travel! Will play best music in your library! 2½ years experience, 25 years. Prefer night shift. $75. Box 331D, BROADCASTING.

Announcer radio school graduate seeks first job. Operate own board. Tape available. Box 333D, BROADCASTING.

Excellent news-sportscaster. Presently large market. Experienced program director, deejay. Permanent. Family. Box 342D, BROADCASTING.

Far-west take note. First-class license. No maintenance. Some experience. Box 349D, BROADCASTING.

Experienced dj, 3 years, good commercial, knows music, family. Box 350D, BRODACASTING.

Experienced announcer-dj, excellent past record, seeks big market opportunity. Box 355D, BROADCASTING.

News and sports plus. Mature, reliable experienced. Competitive markets only. Box 356D, BROADCASTING.

Announcer, 1st phone, consider preventative maintenance, some experience, available now. Box 360D, BROADCASTING.

Versatile announcer. Experienced all phases radio. Seeking good spot. Box 368D, BROADCASTING.

Announcer, eight months 1000 watt experience. Top dj in area. Play-by-play of all sports. Strong on news. Excellent references, Have tape resume. Box 376D, BROADCASTING.

DJ, 3 years, presently in Florida, must make $90.00. Wants Florida coast, but will go anywhere, Box 378D, BROADCASTING.

Announcers

Hillbilly-pop-6 years experience. Available immediately. Salary open. Call RO 2-7048, St. Paul, Virginia.

Top-country dj personality, with library. Available March 15th. P. O. Box #35 or call 44-75081 Nashville, Tenn.

Experienced announcer-currently employed-news, sports, dj. Write 628-13th Avenue No., Apt. 2, Jax Beach, Fla. or phone CH 6-3557 after 6:30 P.M.

Staff announcer. Bob Cohen, 234 Crescent St., New Haven, Conn. UN. 5-3528.

Married announcer-newsman, experience 5 kw indie. Available immediately. Good references. John Holm, KBHS, Hot Springs, Ark., NA 3-6661.

Experienced announcer and control man, go anywhere, available now. Frank Mrowicki, 626 Union Street, La Salle, Illinois.

Experienced talent! Announcer-dj, desires Florida-gulf state location. 12 years radio-tv, 8 years Twin City, 3 years present position KSTP Minneapolis. (dj, news, emcee, commercials, sports). Mature, deep sell voice, immediate availability. Dave Reau, 1941 Hayes, N. E., Minneapolis. Sterling 9-5828.

Announcer, good commercial, news dj delivery. Have some air experience, will be excellent with more. A. J. Waran, 6328 N. Mobil, Chicago 30, Ill. Newcastle 1-4364.

Technical

Engineer, first class radiotelephone, thoroughly experienced in transmitter, control room and remote. Best of references can be furnished. Desires immediate employment in the east. Please contact Kit Bush, 1431 Brierwood Avenue, Havertown, Penna.

First class license, no experience. Desire employment with the opportunity to learn. Salary secondary. Gene Moore, Room 105, 2603 Inwood Road, Dallas, Texas.

Production-Programming, Others

Sales and copywriter. Mature adult desires relocation Gulf Coast area, New Orleans to Sarasota. Present employer aware of this ad. Background ten years legit theatre, embracing grease paint, booking, managing and producing stock. Five years radio. Have ticket but don't want board. Can sell and write selling copy with accent upon production spots, formats and promotions. Present salary and commission earnings 1000 watt Texas indie exceed $600 month. Box 365C, BROADCASTING.

Have typewriter, will travel! Radio girl Friday, fifteen years experience, copy, continuity, programming, disc jockey, announcing in radio. Also on-camera tv. Resume, tapes, sample copy, pictures on request. Available immediately! Box 314D, BROADCASTING.

Office manager, bookkeeper, accountant, gal Friday. Have pencil will travel. Complete experience, background, and qualifications. References. Box 332D, BROADCASTING.

Interested in creative program management? Hire this woman executive with 15 years radio experience! Top sell copy; promotion, public service know-how; proven mike technique. Now employed but looking for a secure future! Prefer west, will go anywhere. Box 354D, BROADCASTING.

TELEVISION

Help Wanted

Announcers

Texas tropical coast living available for qualified commercial tv announcer, some weathercasts. Send complete resume, references, photo, tape airmail to Harry Abbott, KRIS-TV, P. O. Box 840, Corpus Christi, Texas.

Technical

Assistant supervisor well established tv station in northeast with transmitter staff of 6, requires assistant transmitter supervisor. Must be technically qualified in measurement and maintenance of tv transmission equipment. Character and technical references required with application. Box 690B, BROADCASTING.

Unusual opportunity for inexperienced man who wants on-the-job training in tv transmitter operation. First phone required. Box 691B, BROADCASTING.

TELEVISION

Help Wanted—(Cont'd)

UHF-tv NBC affiliate, located in two station market, needs two transmitter engineers. 1 year experience necessary. Box 236D, BROADCASTING.

Assistant chief engineer needed by midwest network affiliate. The job consists of operational supervision, maintenance, and some operation. Box 249D, BROADCASTING.

Wanted immediately: Experienced television engineer. Contact Chief Engineer, WYES-TV, Box 12026, New Orleans, La. stating experience and salary desired.

Production-Programming, Others

Comptroller wanted by tv and radio station located in major Florida market. Broadcast experience not essential, but applicant must be senior accountant or its equivalent. Knowledge of machine and punch-card systems desirable. Starting salary, $6,500. Please send snapshot and qualifications to Box 312D, BROADCASTING.

News director needed for radio-tv station in large midwest market to supervise department. Excellent opportunity. Only experienced need apply. Box 366D, BROADCASTING.

Fine opportunity for news man with strong central U. S. radio outlet. Want man who can report and write local news and do both tv and radio air work. Send full info and tape to Box 367D, BROADCASTING.

Situations Wanted

Sales

Sales background, references, photo mailed immediately. $225 minimum. Write Box 892C, BROADCASTING.

Take advantage of my 15 years experience major market radio-tv sales. Past 4 years top salesman with present employer eastern vhf, 12 years radio. Wife requires change of climate. Sober, reliable, permanent, married, middle-aged, financially responsible. Equally capable agencies or local buyers. References past employers, resume and photo on request. Box 371D, BROADCASTING.

Announcers

Radio know-how? I've got it. Now I'd like a radio-tv opportunity. Presently employed. Tape, resume available. Box 321D, BROADCASTING.

Announcer-1st phone. 1 year experience in combo radio, wants combo tv. Fully trained in tv studio operation, camera, etc. Box 346D, BROADCASTING.

Experienced announcer-director-air personality. Tops on weather-children's programs. Also am cartoonist-artist. Box 384D, BROADCASTING.

Technical

Chief engineer, assistant chief, or transmitter supervisor. Experienced in studio and transmitter am-fm-tv operation, maintenance and construction. 33 years old with family. Available in 30 days. Box 383D, BROADCASTING.

Production-Programming, Others

TV program director with three years experience, currently in 75,000 set market. 32, married with two children, active churchman, senior college, seeks position in larger southwest market as program director or assistant. Box 269D, BROADCASTING.

News-editor; newscaster; photographer: Now heading tv/am newsroom; established record of beating opposition, building respected operation. Qualified news director or good staff man. Experienced; own excellent voice, new bolex. Box 317D, BROADCASTING.

Film man available. Qualified as editor, cameraman, projectionist. College background, presently employed, desire to relocate. Write Box 352D, BROADCASTING.

Competent producer-director, live and film. Creative-administrative. Resume. References. Box 357D, BROADCASTING.

Reporter - photographer - announcer (in that order); 5 years all phases, tv-radio news, sports. MSJ Northwestern, BJ Missouri; seek challenge, opportunity. Sample film stills, tape. 27, single. Top references current employer. Box 380D, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Experienced announcer-director. Eight years radio-tv. Seeking good opportunity. Box 385D, BROADCASTING.

Commercial copywriter with 7 years experience in radio and tv. Ellis Babcock, Box 55, Orwell, N. Y. Pulaski 816W.

FOR SALE

D.J.'s—New original comedy material, record intros, skits. Vol. I, $1.00. SPOT Productions, 175 Lakeshore Dr., Lake Hiawatha, N. J.

Stations

Southwest, ideal climate. Metropolitan daytimer independent by owner. Box 255D, BROADCASTING.

For lease, daytime music and news metropolitan area. Needs aggressive sales and management. Box 310D, BROADCASTING.

VHF television station in growing market and region priced at estimated fair market value. Financing can be arranged for responsible purchasers. Paul H. Chapman Company, 1182 West Peachtree, Atlanta.

Private brokerage service. Texas, Louisiana, New Mexico, Oklahoma, Arkansas, Colorado, Missouri, Kansas. Ralph Erwin. Broker. Tuloma Building. Tulsa.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Florida—Several stations listed in good markets. Ranging in price from $85,000 up. Southern Radio Consultants, 602-3 Southern United Building, Macon, Georgia.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

UHF equipment, used, 1 kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Available immediately. Very reasonable. Box 691C, BROADCASTING.

Schauffer remote controls for running remote station. Address inquiries to Chief Engineer, KFST, Fort Stockton, Texas.

RCA 1 kw fm transmitter with harmonic filter and built in variable pre-emphasis network. Available around the 1st of June. For particulars write or call Mr. Murchison, KPOL, Los Angeles 5, Calif.

2 complete extra heavy duty 4 post 300 foot towers complete with guys, lights and photocell. Can be stacked for as much as 500 feet. $6000.00 F.O.B. Laurel, Miss. Contact WBKH Radio, Hattiesburg, Mississippi.

FOR SALE—(Cont'd)

Equipment

Presto 16" inside-out recording lathe with Audak cutting head (recently factory rebuilt). Also brand new Gates remote meter kit with 3" meter (O-5RFA), thermocouple, rheostat, chokes and capacitors. $50 for lathe or kit. Chief Engineer, WBKV, West Bend, Wisconsin.

Two federal model FTL 27B microwave units, 2000 mcs, 10-watt output power with four 10-foot dishes; ideal for long haul, can be multiplexed if desired. Formerly used to feed area now served by BELLTEL; $3,750 each. WTCN Minneapolis, Minnesota.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. and Bliley holders; regrinding, repair, etc. Also A. M. Monitor service. Nationwide unsolicited testimonials praise our products and service! Send for catalog. Eidson Electronic Co., PR 3-3901, Temple, Texas.

For sale: Ampex 350, 3-052, 600, 60, 601-2, and A series available from stock at Grove Enterprises, Roslyn, Pa. TUrner 7-4277.

Ideal for the new fm operations: 48 lengths T452 $3\frac{1}{8}$" coaxial with all fittings. Never unpacked; cost $6,114 plus transportation. Price $3,000 Illinois, our No. 0073. Also: WE transmitter, type 104C, 5 kw modified to 5C, complete with crystal for 740 kc, $1,500 Florida. Our Number 0140. May Brothers, Binghamton, N. Y.

Video monitors — 8 megacycle — plug-in construction. Miratel monitors are used by 80% of the present television stations. 14"-$215.00, 17"-$219.00, 21"-$259.00. Factory direct sales. Why pay master monitor prices for your utility requirements? Our monitors have been delivered under several trade names. Write—Miratel, Inc., 1080 Dionne St., St. Paul 13, Minnesota.

WANTED TO BUY

Stations

Radio or tv station wanted. Consider any size or location. Can pay all cash. Immediate action. Box 307D, BROADCASTING.

Regional radio station in Florida. Prefer metropolitan market. Box 313D, BROADCASTING.

Advertising agency executive seeks to buy am property or c.p. in medium-size market. Write details to Box 330D, BROADCASTING.

General manager with 12 years experience and $8,000 wishes to invest in a radio station. References. Box 336D, BROADCASTING.

Radio station in Florida, single or two station market. Box 341D, BROADCASTING.

List with us, net to you. We have buyers for radio and tv stations. HOLCO, 514 Hemp. Ave., W. Hempstead, N. Y.

Equipment

Wanted: Used Ampex recorders. Box 760C, BROADCASTING.

639 Altec or Western Electric mike; three or six position. Can use two. Box 995C, BROADCASTING.

Wanted, 10 kw fm transmitter and associated equipment including tower. Complete details to Box 258D, BROADCASTING.

FM transmitter: 250W, 1 or 3 kw with monitors. Prefer GE or RCA. Box 221, Lebanon, Tennessee.

WANTED

Midget with announcing voice for the new WGH to put on our quickie announcements and man our midget trailer.

APPLY

WGH RADIO
NORFOLK, VIRGINIA

WANTED TO BUY—(Cont'd)

Equipment

Gates studioette speech imput console type 52CS, or RCA single channel console. Chief Engineer, WBKV, West Bend, Wisconsin.

Wanted: Audio consolette. WDOR, Sturgeon Bay, Wisconsin.

Wanted-Old Western Electric broadcast console mike stand, cage type. Tom Wildman, Mitchellville, Iowa.

INSTRUCTIONS

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821 - 19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

Since 1946. The original course for **FCC 1st phone license. 5 to 6 weeks. Reservations required. Enrolling now for classes starting March 5, May 1, June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.**

RADIO

Help Wanted

Announcers

WWJ MELODY PARADE

needs

One more Record M. C.

- Detroit's most talked about music concept!
- Detroit's basic Radio Stations!
- Detroit's greatest opportunity for man of high calibre and personality!

If you are this kind of man, send tape, resume and picture to: Program Manager

WWJ RADIO

622 W. Lafayette, Detroit 31.

RADIO

Situations Wanted

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates
1733 Broadway, N. Y. C. 19, N. Y.
JUdson 6-1918. No charge for either party.

Management

EXPERIENCED BROADCASTER

with heavy management and sales management background of 15 years desires position with local radio or television station as national sales manager or manager. Opportunity to obtain stock preferred but not essential. Geographical location unimportant. Excellent contacts and references. Married.

Box 359D, BROADCASTING

RADIO

Situations Wanted—(Cont'd)

Announcers

TOP SPORTS ANNOUNCER now earning 5 figure salary ready to move immediately. Reasons personal, will tell. Baseball, football, basketball, sports show & (TV). TOP references, personal interview. Box 339D, BROADCASTING.

Production-Programming, Others

Seven (7) years experience in the radio production and programming field, as:

D.J.
Announcer
Newscaster
Program Director
Copywriter

Excellent voice, adaptable to all programming styles. Presently a top D. J. in a major midwest metropolitan area. Want to relocate to West Coast or Southwest. Address replies to Box 334D, BROADCASTING.

HAVE JOB—WILL TRAVEL

(wherever the opportunity is greater!)

Woman executive with 15 years broadcasting experience in major markets. Creative program planning; pay-off promotion ideas; top sell copy; public service know-how; top-rated broadcaster! Prefer progressive station in West. Best references.

Box 353D, BROADCASTING

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Equipment

TAPE RECORDERS

All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

FOR THE RECORD *continues from page 94*

taneously with operation of its station **WJMR-TV** on ch. 20 in **New Orleans, La.,** to add following sentence: "The foregoing experimental cp is further conditioned and notice is hereby given that in any comparative hearing involving applications for regular operation on ch. 12, no effect whatsoever will be given to any expenditure of funds by Supreme Broadcasting Co. pursuant to the experimental operation authorized herein, nor will any other preference rebound to Supreme Broadcasting Co. by virtue of said experimental operation." Announced Feb. 21.

Hardin County Bcstg. Co., Silsbee, Tex.—Designated for hearing application for a new am station to operate on 1300 kc, 500 w, D; made **KIKS Sulphur, La.,** and **KXYZ Houston,** parties to proceeding. Announced Feb. 20.

Routine Roundup

By letter, Commission denied request by **McClatchy Bcstg. Co. (KBEE** and **KBEE-FM) Modesto, Calif.,** for reconsideration of action of Nov. 27 denying request for waiver of rules relating to station identification to announce call letters as "K B Double E." Announced Feb. 20.

WVEC (ch. 15) Hampton, Va.—By letter, waived Sect. 3.652 of rules and granted authority to identify WVEC-TV as **Hampton-Norfolk** station, but denied waiver of Sect. 3.613 to permit dual station location, and dismissed application to change station location. Announced Feb. 20.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearing shall commence on April 30 re am application of **Hardin County Bcstg. Co., Silsbee, Tex.** Action Feb. 21.

Granted petition by **Baw Beese Bcstrs. Inc. (WBSE), Hillsdale, Mich.,** for dismissal without prejudice of am application; proceeding terminated. Action Feb. 24.

Granted petition by **Ralph D. Epperson, Williamsburg, Va.,** for dismissal of his am application, and retained in hearing status applications of **Williamsburg Bcstg. Co.,** Williamsburg, and **WDDY Inc. (WDDY) Gloucester, Va.** Action Feb. 24.

Granted request of **McClatchy Newspapers** to extent that it requests leave to withdraw from participation in proceeding on application of **Sacramento Telecasters Inc. (KBET-TV** ch. 10), **Sacramento, Calif.,** for mod. of cp and such participation is terminated; retained in hearing status Sacramento Telecaster's application. Action Feb. 24.

Denied petition by **Albany Bcstg. Corp., Albany, Ore.,** to reject notice of appearance filed by **W. Gordon Allen, Eugene, Ore.,** in proceeding on their am applications; said notice of appearance is accepted. Action Feb. 24.

By Hearing Examiner H. Gifford Irion on on February 24:

Ordered that hearing scheduled for Feb. 26 is continued indefinitely in proceeding on am application of **Grand Haven Bcstg. Co. (WGHN) Grand Haven, Mich.**

By Hearing Examiner Basil P. Cooper on February 24:

Ordered that a prehearing conference will be held on March 3 in proceeding on applications of **Sherrill C. Corwin** and **K-UHF (TV)** for new tv stations to operate on ch. 34 in Los Angeles, Calif.

By Hearing Examiner Charles J. Frederick on February 24:

On oral request of the Broadcast Bureau, rescheduled hearing for March 11 which was scheduled for Feb. 26 in proceeding on am applications of **Golden Valley Bcstg. Co. (KRAK), Stockton,** and **Radio Santa Rosa, Santa Rosa,** both California.

By FCC

Commission on Feb. 21 denied petition of **Andrew G. Haley** for modification of order of appearance by scheduling witnesses for **King Bcstg. Co., Meredith Publishing Co.,** and **Utah Bcstg. and Tv Corp.,** at a later stage of proceeding in matter of Study of Radio and Television Network Broadcasting.

By Hearing Examiner James D. Cunningham on February 21:

Ordered, with consent of both parties to proceeding re application of **Wrather-Alvarez Bcstg. Inc.,** for extension of time within which to construct **KYAT, ch. 13, Yuma, Ariz.,** that hearing scheduled for Feb. 28 is continued to March 28, and dismissed as moot applicant's motion for continuance filed Feb. 20.

By Hearing Examiner Elizabeth C. Smith on February 21:

Granted petition by **Spartan Radiocasting Co.** for extension of time from Feb. 28 to March 5 for filing proposed findings and conclusions and time for filing replies thereto to be extended to March 17 in proceeding on am applications of **Wayne M. Nelson, Concord,** and **Fred M. Whitley, Dallas,** both North Carolina.

By FCC

On petition by **Vocaline Company of America Inc.,** Commission on Feb. 21 extended time for filing comments from Feb. 21 to March 10 and for reply comments to March 24 in matter of amendment of rules govering **Citizens Radio Service** regarding requirements necessary for type approval of equipment.

On joint motion by **Columbus Bcstg. Co. Inc.**

(WRBL-TV, ch. 4), Columbus, Ga., and Martin Theatres of Georgia Inc. (WTMV, ch. 28), Columbus, Ga., Commission on Feb. 20 extended time for filing comments and responses to show cause orders from Feb. 21 to March 3, with reply comments to be filed 10 days from last date for filing original comments, in tv rule making proceeding involving Columbus, Ga.

By Hearing Examiner Jay A. Kyle on February 20:

Granted petition of **Walter G. Allen, Huntsville, Ala.**, for leave to amend am application to correct error of omission regarding stock held in station **WEZB Homewood, Ala.**, and application as amended is retained in hearing status.

By Hearing Examiner Elizabeth C. Smith on February 20:

Ordered that Joint Exhibit No. 1 (being stipulation of counsel on behalf of **North Dakota Bcstg. Co. Inc., WDAY Inc.** and Broadcast Bureau) is received in evidence in proceeding on application of North Dakota Bcstg. Co. Inc., for new tv station to operate on ch. 11 in **Fargo, N. Dak.**, and record is closed.

Ordered that prehearing conference will be held on March 5 in proceeding on am application of **Granite State Bcstg. Co. Inc. (WKBR) Manchester, N. H.**

By Hearing Examiner Charles J. Frederick on the dates shown:

Granted petition by Broadcast Bureau for extension of time from Feb. 19 to Feb. 26 for filing responses by Bureau to a petition by **Northern Indiana Bcstrs. Inc. (WIMS) Michigan City, Ind.**, for leave to amend am application. Action Feb. 20.

On oral request by counsel for **Capitol Bcstg. Co.**, ordered that further hearing will be held on March 18 re application for mod. of cp of **WJTV** (ch. 12) **Jackson, Miss.** Action Feb. 20.

On oral request of counsel for **Brown Telecasters Inc.**, applicant in the tv ch. 12 proceeding, **Beaumont, Tex.**, and without objection from any of other parties, ordered that prehearing conference scheduled for Feb. 21 is rescheduled for Feb. 24. Action Feb. 20.

On petition to reopen record and accept engineering exhibit by **Enterprise Bcstg. Co., Fresno, Calif.**, ordered that hearing record in proceeding on am application, et al., is reopened and that further hearing will be held on March 7. Action Feb. 21.

By Hearing Examiner H. Gifford Irion on February 20:

On own motion, ordered that further hearing conference scheduled for March 4 is continued to March 13 re am applications of **Charles R. Bramlett, Torrance, Calif.**, et al.

By Hearing Examiner Herbert Sharfman on February 20:

On oral request of counsel for **Sacramento Telecasters Inc. (KBET-TV, ch. 10), Sacramento, Calif.**, ordered that hearing scheduled for Feb. 24 is continued to March 10 on its application for mod. of cp.

By FCC

Commission on Feb. 19 denied requests of **KCMC Inc. (KCMC-TV** ch. 6), **Texarkana, Tex.**, and **Sen. Joseph S. Clark** for extension of time for filing reply comments in matter of amendment of Part 4 of rules to permit operation of low power tv broadcast repeater stations.

By Chief Hearing Examiner James D. Cunningham on February 13

Scheduled hearings on dates shown in following proceedings: **Video Independent Theatres Inc. (KVIT** ch. 2), **Sante Fe, N. M.**, for mod. of cp, on Mar. 31; am applications of **Louis Adelman, Hazleton, Pa.**, and **Guinan Realty Co., Mount Carmel, Pa., Entertainment Service Inc., Solvay, N. Y., Rome Community Bcstg. Co., Rome, N. Y.**, and **James A. McKechnie, North Syracuse, N. Y., Sheffield Bcstg. Co.** and **J. B. Falt Jr., Sheffield, Ala.**, on April 15; am application of **Mason County Bcstg. Co., Shelton, Wash.**, for additional time to construct station **KONK** on April 18; fm applications of **Telemusic Co., San Bernardino**, and **Southwest Bcstg. Co. Inc., Redlands**, both **California**, and am applications of **Oregon Radio Inc. (KSLM) Salem, Severn Bcstg. Co., Reedsport**, and **Lincoln Electronics Inc. (KBCH), Oceanlake**, all **Oregon**, on April 29.

By Hearing Examiner H. Gifford Irion on February 17

Ordered that hearing scheduled for Feb. 18 is continued to Feb. 21, at 2 p.m. re am applications of **Westbrook Bcstg. Co. Inc., Westbrook**, and **Sherwood J. Tarlow, Saco**, both **Maine.**

Granted petition of **Herbert Muschel, New York, N. Y.**, for continuance of hearing from Feb. 20 to Mar. 6 on fm application and those of **Independent Bcstg. Co.** and **New Bcstg. Co. Inc., New York, N. Y.**

By Hearing Examiner Annie Neal Huntting on February 14

Granted joint motion of applicants in **Terre Haute, Ind.**, ch 2 proceeding for continuance of dates for exchange of exhibits from Mar. 12 to May 1; for further prehearing conference from Mar. 27 to May 9 and for hearing from Mar. 31 to May 15.

Ordered that hearing scheduled for Mar. 17 is continued to Mar. 21 re am applications of **Arthur William Wilson** and **John Bozeman, Wichita, Kan.**

By Hearing Examiner Charles J. Frederick on dates shown

Ordered that prehearing conference will be held on Feb. 21 in tv ch. 12, **Beaumont, Tex.**, proceeding. Action Feb. 17.

By memorandum opinion and order, held for nought Nov. 1, 1957, petition of **Television Bcstrs. Inc., Beaumont, Tex.**, for leave to amend its application for mod. of cp to change from ch. 31 to ch. 12; granted Jan. 28 supplement to petition for leave to amend insofar as it requests leave to amend to specify new trans. site, and denied supplement for leave to amend insofar as it requests leave to amend to specify new studio location within city of Beaumont. Action Feb. 17.

Upon request by **Oregon Radio Inc.**, and without objection by Broadcast Bureau, ordered that time for filing reply findings is extended from Feb. 17 to Feb. 27 re Oregon's application for extension of time to complete construction of **KSLM-TV Salem, Ore.** Action Feb. 19.

By Hearing Examiner Millard F. French on February 17

On own motion, ordered that time for filing proposed findings of fact and conclusions of law in proceeding on am application of **Fernandina Beach Bcstrs. (WSIZ) Douglas, Ga.**, is extended from Feb. 17 to Feb. 19.

On request by **A. Earl Cullum Jr., Dallas, Tex.**, Commission on Feb. 20 extended time for filing reply comments from Feb. 20 to Mar. 12 (proposal to amend Parts 1 and 17 to locate tall radio towers on "antenna farms").

BROADCAST ACTIONS

By Broadcast Bureau

Actions of February 21

WJDM Panama City, Fla.—Granted license for tv station.

WEEK-TV Peoria, Ill.—Granted license covering changes in tv station, and redescribe trans. and studio locations.

WTTV Bloomington, Ind.—Granted license covering changes in tv station.

WEHT Evansville, Ind.—Granted cp to install aux. ant. system at main trans site.

WLEX-TV Lexington, Ky.—Granted cp to make equipment change.

KFDA-TV Amarillo, Tex.—Granted cp to decrease aur. ERP to 125.0 kw, make changes in ant. system, ant. height 804 ft.

WHCN (FM) Hartford, Conn.—Granted cp to replace cp (to change freq.) which expired 12-24-57.

KADY St. Charles, Mo.—Granted mod. of cp to change name to **KADY Inc.**

WMNE Menomonie, Wis.—Granted authority to sign-off 6:00 p.m., Mon. through Sat., and 4:00 p.m., Sun. for period ending 9-30-58.

Following were granted extensions of completion dates as shown: **KIEM-TV Eureka, Calif.**, to 6-1; **KAVE-TV Carlsbad, N. M.**, to 4-22; **WFLB-TV Fayetteville, N. C.**, to 7-21; **WGTE-TV Toledo, Ohio**, to 8-27.

Actions of February 20

WABE Atlanta, Ga.—Granted mod. of cp to increase ERP to 4.6 kw, decrease ant. height to 320 ft., and use different type and size transmission line.

KFAD Fairfield, Iowa—Granted extension of authority to remain silent for additional period ending Mar. 10, 1958, due to bankruptcy.

KFBK-FM Sacramento, Calif.—Granted extension of authority to remain silent for additional 3 months.

WCKR-FM Miami, Fla.—Granted extension of authority to remain silent for additional 90 days to continue investigation for new trans. site.

WJMB Brookhaven, Miss.—Granted authority to sign-off at 6:00 p.m. for period of 60 days, pending the filing of application for specified hours.

WTVD Durham, N. C.—Granted extension of completion date to Aug. 23.

Actions of February 19

WHRM Wausau, Wis.—Granted cp to make changes in ant. system (side mount ant. below ant. of WSAU-TV); ERP 75 kw, ant. height 1120 ft.

KNOB (FM) Long Beach, Calif.—Granted mod. of cp to change ERP to 3.4 kw, and change type trans.

KCMK Kansas City, Mo.—Granted mod. of cp to change ant. height to 300 ft. and make changes in ant. system.

License Renewals

Following stations were granted renewal of license: **WAEL Mayaguez, P. R.; WFGA-TV Jacksonville, Fla.; WDCF Dade City, Fla.; KEAR San Francisco, Calif.; WISO Ponce, P. R.; WFIG Sumter, S. C.; WIVY Jacksonville, Fla.; WWIL Fort Lauderdale, Fla.; WPKM & SCA Tampa, Fla.; WZOK, WZOK-FM Jacksonville, Fla.; WBTH Williamson, W. Va.; WMCD Welch, W. Va.; WNVY Pensacola, Fla.; WSUZ Palatka, Fla.; WIAC Santurce, P. R.; WIVV Vieques, P. R.; WTAN Clearwater, Fla.; WBMA Beaufort, N. C.; WRUF-FM Gainesville, Fla.; WHOO WHOO-FM and SCA, Orlando, Fla.; WMDD Fajardo, P. R.; WPCF Panama City, Fla.; WFTL Fort Lauderdale, Fla.; WAAA Winston-Salem, N. C.**

UPCOMING

March

March 3-4: Southwestern Assn. of Program Directors for Tv, KVOO-TV studios, Tulsa.

March 6: Vermont UP Broadcasters, organization meeting, Wodstock Inn, Montpelier.

March 7-9: First annual Pop Music Disc Jockey Convention and Seminar, Muehlebach Hotel, Kansas City.

March 8: New Mexico Broadcasters Assn. Board Members, Desert Inn, Santa Fe.

March 14-15: West Virginia Broadcasters Assn., Charleston.

March 14-17: Washington Hi-Fi Show, Shoreham Hotel, Washington.

March 16-17: Texas Assn. of Broadcasters, spring convention, Orange, Tex.

March 31-April 2: American Institute of Electrical Engineers, Southwest District Meeting, Mayo Hotel, Tulsa.

April

April 4: Virginia AP Broadcasters, National Press Club, Washington.

April 10-12: 10th Southwestern Institute of Radio Engineers Conference & Electronic Show, St. Anthony Hotel and Municipal Auditorium, San Antonio.

April 10-12: Alabama Broadcasters Assn., Mobile.

April 11: Pennsylvania AP Broadcasters Assn., John Bartram Hotel, Philadelphia.

April 11: Ohio Broadcasters Assn., Hotel Carter, Cleveland.

April 14-17: 25th National Premium Buyers Exposition, Navy Pier, Chicago.

April 18-19: Advertising Federation of America, ninth district convention, Kansas City, Mo.

April 18-19: New Mexico Broadcasters Assn., El Rancho Hotel, Gallup.

April 18-19: Spring Technical Conference on Television and Transistors, Engineering Society of Cincinnati Building, 1349 E. McMillan St., Cincinnati.

April 20-22: Atlantic Assn. of Broadcasters, Fort Cumberland Hotel, Amherst, N. S.

April 21-25: Society of Motion Picture & Tv Engineers, Ambassador Hotel, Los Angeles.

April 22-24: Electronic Components Conference, Ambassador Hotel, Los Angeles.

April 23-25: Western States Advertising Agencies Assn., Oasis Hotel, Palm Springs, Calif.

April 24-25: Oklahoma AP Radio Broadcasters, Western Hills Lodge, Sequoyah State Park.

April 24-26: AAAA, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 24-26: Advertising Federation of America, fourth district convention, Floridan Hotel, Tampa, Fla.

April 24-27: American Women in Radio & Tv, national convention, Fairmont Hotel, San Francisco.

April 25-26: The Mutual Advertising Agency Network, Bismarck Hotel, Chicago.

April 27-May 1: NAB 36th Annual Convention, Statler and Biltmore Hotels, Los Angeles.

April 28-May 1: NAB Broadcast Engineering Conference, Statler Hotel, Los Angeles.

May

May 1-3: Advertising Federation of America, fifth district convention, Mansfield, Ohio.

May 2: Missouri Broadcasters Assn., U. of Missouri, Columbia.

May 4-10: Canadian Radio Week, sponsored by Broadcast Advertising Bureau of Canadian Assn. of Radio and Television Broadcasters.

May 5-7: Annual meeting, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 5-7: Assn. of Canadian Advertisers, Royal York Hotel, Toronto, Ont.

May 9: Radio-Tv Guild Industry Conferences and Banquet, San Francisco State College, San Francisco.

May 11-14: Canadian Assn. of Radio & Tv Broadcasters, Queen Elizabeth Hotel, Montreal, Que.

May 15-16: North Carolina Broadcasters Assn., Southern Pines.

May 21-23: Pennsylvania Broadcasters Assn., Galen Hall, Wernersville.

June

June 3-6: 36th annual conference, National Industrial Advertisers Assn., Chase and Park Plaza Hotels, St. Louis.

June 4-6: Armed Forces Communications and Electronics Assn. Exhibit, Sheraton Park Hotel, Washington, D. C.

June 5-7: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alta.

June 6-7: Colorado Broadcasters Assn., Hotel Antlers, Colorado Springs.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

Leonard Green, president, Dr. Pepper Co., resigns effective March 25 to enter business of his own, which has not yet been described.

Donald E. McGuiness, vice president at Aubrey, Finlay, Marley & Hodgson Inc., Chicago, elected director.

Gene McMasters, vice president and account supervisor (Grove Labs, Charles Pfizer and Chemway Co.) at Dowd, Redfield & Johnstone, N. Y., to Warwick & Legler, that city, as vice president and account supervisor on newly-acquired Bromo-Seltzer (Emerson Drug Co.) account.

Robert T. Hoyt, director of financial services division, Brudno & Bailey, Westfield, N. J., named vice president.

Arthur White, sales manager of Reddi-Whip Co. of California, joins C. J. LaRoche & Co. as vice president in charge of Hollywood office, taking over duties of **Stuart D. Ludlum.**

Frederick George Horan, who joined Endorsements Inc., N. Y., in 1957 as assistant to president, named vice president with added administrative duties.

Draper Daniels, vice president in charge of Leo Burnett Co.'s creative departments, appointed head of agency's plans board. He succeeds **William Tyler,** resigned.

William A. Hart Jr. appointed account supervisor on W. A. Sheaffer Pen Co. account at BBDO, Chicago. **Karl Sutphin** and **Don Roettger** named account executives on account.

Jerome H. Gordon, associate director of marketing, Bryan Houston, N. Y., to Kenyon & Eckhardt, that city, as account executive.

Arthur R. Roberts Jr. appointed account executive on Toni Co. account at Clinton E. Frank Inc., Chicago.

Stanley D. Levitz appointed vice president and creative director of Stern, Walters & Simmons Inc., Chicago.

Terry Cowling, formerly Massachusetts commercial manager for Concert Network, to Jerome O'Leary Adv., Boston, as account executive.

John M. Tyson Jr., formerly marketing executive with Leo Burnett Co., Chicago, to McCann-Erickson, that city, as marketing director and member of plans board.

Edward F. Baltz, partner, Mottl & Siteman, to Compton Adv., L. A., as marketing director and account supervisor of that office.

Herbert F. Osterheld, advertising manager, cheese products, Borden Foods Co., N. Y., named product manager for cheese and allied products.

Gerry J. Schnur, public relations director, J. R. Pershall Co., Chicago, elected vice president.

◄ **J. P. Napier,** executive vice president in charge of sales and client service operations for A. C. Nielsen Co. in central U. S., named vice chairman and managing director of A. C. Nielsen Co. Ltd., Oxford, England. He joined company in 1937 and successively became field auditor, client service executive and founder-president of Nielsen's Canadian subsidiary.

John A. Zalud, formerly with Benton & Bowles, to Street & Finney, N. Y., as director of research.

M. James Robertson, advertising manager and director of retail division for Frank H. Lee Co. (hats), Danbury, Conn., to Anderson & Cairns, N. Y., as assistant account executive. A&C services Lee account.

M. R. Duncan, manager of service engineering, General Electric Co. technical products department, to manager of product service and marketing administration. Department manufactures radio-tv broadcast equipment.

Milton Slater, formerly vice president of Tabco Tape Network, independent package firm, has joined Leo Burnett Co., Chicago, as broadcast supervisor.

Noel Digby, formerly chief writer and producer, WSM-AM-TV Nashville, Tenn., to Gardner Adv., St. Louis, as tv writer in copy department.

M. William Friis, account executive on British Automobile Mfrs. Assn. at Mel Adams & Assoc., to public relations department, Anderson & Cairns, N. Y.

Florien P. Gass, 56, director of research for Doremus & Co., N. Y., died at his home in Hempstead, N. Y., last month. Before joining Doremus in 1945, Mr. Gass was public relations director for Glass Container Assn. of America.

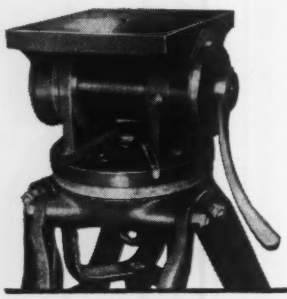
NETWORKS

George Condon, former 20th Century Fox promotion-sales specialist, named new director of information services for CBS Chicago. Mr. Condon, who replaces **Herb Grayson** in that post, formerly was in promotion and sales for 20th Century in both its New York and Los Angeles offices.

◄ **Helen J. Sioussat,** director of talks for CBS News, New York, joins CBS Washington as executive assistant to network's vice president in that city, **Joseph H. Ream.** She has been director of talks for 22 years and in that capacity she arranged broadcasts of talks made by leading political, educational and business figures on radio and tv.

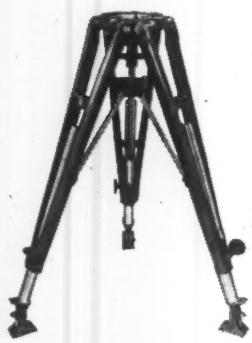
Patti Goldstien, formerly senior publicist in CBS-TV magazine division, to NBC Press Dept. as senior magazine editor.

CECO microwave relays conquer space barriers



Whether it's a fixed station or a mobile unit, CECO microwave equipment surmounts the communication barrier. Because CECO equipment is built to a quality that is actually higher than the official standards. For dependable pickup and relay under adverse climatic conditions, you're wise to play safe with CECO.

Micro Wave Relay Beam Reflector Head
Perfect for parabolas up to 6-ft. diameter. Withstands torques of 225 ft. pounds in elevation and 150 ft. pounds in azimuth. Environmental treated for extreme weather conditions.
$285.00 Relay Tilt Head Only



ALL METAL TRIPOD
Has cast top flange and upper leg portion made of one piece aluminum alloy castings. Legs slide easily and have tie-rods to center for automatic leveling. Accepts Balanced TV Head, Micro Wave Relay Beam Reflector Head (illus.) and other similar professional tripod heads. **$260.00** Metal Tripod only.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO., INC.

Dept. B 315 | West 43rd St., New York 36, N. Y. JUdson 6-1420

G. Gerald Danford, formerly eastern sales manager of KWK St. Louis, to ABN as account executive.

FILM

George Murphy, former motion picture star and for past four years in charge of public relations at MGM, has been appointed vice president in charge of public affairs for Desilu Productions. He will function as personal liaison officer for Desi Arnaz, Desilu president, in charge of relations with networks, sponsors, advertising agencies, industrial ad commercial accounts and independent producers of films for theatres or tv. Appointment is in line with Desilu's acquisition of RKO's Gower St. and Pathe Studios [FILM, Dec. 16, 1957].

STATIONS

Ned Smith, formerly ► head of Edward Petry Co.'s San Francisco office, has been named general manager of KOVR-TV Stockton-Sacramento, Calif., effective April 1 [AT DEADLINE Feb. 24]. He will succeed **Terry H. Lee,** who will join Hoffman Electronics firm in L. A. In addition, **Glenn Kelly,** KOVR-TV controller, has been named assistant manager.

Franklin C. Snyder, formerly vice president and general manager of WXEL (TV) Cleveland (now WJW-TV), joins WTAE (TV) Pittsburgh as general manager, effective April 1. WTAE expects to begin operations in fall and will be affiliated with ABC-TV.

◄ **George R. Oliviere,** executive director, WGST Atlanta, to WIIN that city as general manager.

Westley G. Kimble, formerly assistant manager, WLSH Lansford, and **Al Gregson,** sports director, WPAM Pottsville, both Pennsylvania, named WPAM station manager and production director, respectively. Mr. Gregson will continue to act as sports director.

Bill Allred, salesman, ► KAKC Tulsa, Okla., promoted to sales manager. Before joining KAKC last August, Mr. Allred served as sales manager for wholesale appliances businesses in Oklahoma City.

◄ **George Guyan,** sales staff, KVAR (TV) Phoenix, named local sales manager.

◄ **O. T. (Tony) Gaston** appointed radio sales manager of WKZO Kalamazoo, Mich., succeeding **John W. O'Harrow,** who retired after 19 years with Fetzer Broadcasting Co. Mr. Gaston continues as radio administrative assistant to **Carl E. Lee,** vice president and managing director of Fetzer stations.

William T. Kemp, former owner-manager of KVWO Cheyenne, Wyo., has been appointed general manager of KTXL San Angelo, Tex.

Mary Bracken, former secretary to New York State Sen. Edward Speno, to WHLI Hempstead, N. Y., as assistant to public affairs director.

Randy Merriman returns to his Minneapolis home and joins staff of WCCO-AM-TV. Mr. Merriman, together with **Bess Myerson,** was host for several years on CBS-TV's *Big Payoff* and resigned last December.

Bill Davidson, after 16 years with ABC in Hollywood, joins KMJ-TV Fresno, Calif., as writer-producer-announcer.

REPRESENTATIVES

Alex Bronzo, formerly with American Research Bureau and Standard Brands, to George P. Hollingbery, N. Y., as assistant research and sales promotion manager. **Thomas E. Wood,** sales promotion and research department at Hollingbery's New York office, appointed to that city's sales staff. He takes over accounts of **Russell R. Gaudreau,** resigned.

Mortimer B. Coley, salesman, Burn-Smith Representative Co., to John E. Pearson Co., N. Y., replacing **F. A. (Mike) Wurster,** who was transferred to S. F. as manager of that office for Pearson.

MANUFACTURING

Frank M. Folsom, chairman of executive committee, RCA, elected director of Frank G. Shattuck Co., N. Y.

W. J. Zaun, formerly manager, quality control, to manager of operations, government service at RCA Service Co., Camden, N. J. **T. Y. Flythe,** formerly administrator, technical products field quality, quality control, succeeds Mr. Zaun.

Angus McDonald, chief engineer for two-way and mobile equipment at Motorola Inc., Chicago electronics firm, appointed engineering director of its military electronics center and also communications and industrial electronics division.

Joseph T. Cimorelli, formerly manager, engineering, to manager, manufacturing, receiving tube operations, entertainment tube products department, RCA electron tube division, Harrison, N. J.

Robert J. Cohen appointed advertising manager of Trav-Ler Radio Corp., Chicago.

John R. Wagenseller, formerly manager of personnel, RCA Seminconductor Div., Somerville, N. J., promoted to manager of services, marketing department in that division.

EDUCATION

Lloyd S. Michael, superintendent of Evanston (Ill.) Township High School, has joined board of directors of Educational Tv & Radio Center, Ann Arbor, Mich.

schafer

custom

engineering

235 South Third Street
Burbank, California

the finest in

REMOTE CONTROL

now announces

AUTOMATIC LOGGING

and truly

AUTOMATIC PROGRAMMING EQUIPMENT

truly automatic

WGR-TV now leads all Buffalo stations with the largest share of the viewing audience from sign-on to sign-off seven days a week. Source: ARB. ABC Affiliate. Call Peters, Griffin, Woodward for availabilities.

WGR-TV
ABC CHANNEL 2
BUFFALO

SYMBOL OF SERVICE
A TRANSCONTINENT STATION
WROC-TV, Rochester • WGR Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg

A HAZARD THAT NEVER SLEEPS

A daily occurrence — Radio and TV Stations are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station, staff, announcer, speaker, talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!

BUT you can INSURE

against embarrassing loss by having our unique

Excess Policy

at amazingly low cost. Write for details and rates

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. · Chicago 175 W. Jackson · San Francisco, 100 Bush St.

KBUZ Makes Bow in Phoenix With Two-Day Valentine Party

KBUZ (formerly KTYL) Phoenix, Ariz., took advantage of Valentine season to herald a change of call letters and management in a two-day promotion last month.

Phoenix heard about the change through billboards and from cowgirls who paraded

through town handing out prizes and dollars (some with lucky serial numbers redeemable for $50-100 and transistor radios). Businessmen got Valentines in the mail and visits from KBUZ salesmen leaving jars of honey as calling cards. Now owned by Gordon Broadcasting Co. (WSAI-AM-FM Cincinnati) KBUZ is introducing a "colorful" schedule based on the "Gordon companionable concept of music and news."

Sherwood R. Gordon, who bought KTYL last month from Dwight Harkins and associates [STATIONS, Jan. 27], was in Phoenix for the celebration. With KBUZ Managing Director George H. Bush and staff, he received the business community at a Sands Hotel poolside cocktail party climaxing the second day of the promotion and which also featured a four-hour remote broadcast. KBUZ operates on 1310 kc with 5 kw day and 500 w night.

WDGY, WBEL, WCKY Play Cupid

Cupid played paymaster for more than 180 listeners to WDGY Minneapolis, WBEL Beloit, Wis., and WCKY Cincinnati when the stations independently undertook to pick up the tab for marriage licenses applied for on St. Valentine's Day.

WDGY's Joseph della Malva interviewed 24 couples and paid for their licenses at the Minneapolis courthouse, while colleague Jim Ramsburg did the same for 17 couples in St. Paul's city hall. Several interviews were broadcast direct from these locations.

WBEL aired announcements for 10 days prior to Feb. 14 that it would pay for all marriage licenses applied for in Rock County on that day. The station also interviewed and gave gifts to applicants.

WCKY's program director, Paul Miller, took a tape recorder along to Cincinnati's marriage license bureau and interviewed more than 50 couples taking advantage of the station's free license offer.

WALT Ups Power, Goes Calling

To mark the occasion of a power increase to 10 kw, WALT Tampa, Fla., staged a 10-day "Big 10" promotion. WALT paid a visit to the local auto show for a day of remote broadcasting and dispensed theatre passes, records, ballpoint pens, home permanents and free drinks to a record attendance of more than 6,000 people. Following this, disc jockey Bob Walters set up shop in a Tampa Plymouth dealer's showroom window and again distributed gifts to the visitors attracted there. The sale of six new cars reportedly was attributed to WALT's advertising. A new housing development was next on the list and WALT originated its teenagers' record show, *Battle of the Crooners*, from one of the model homes. After the station had played the discs it gave them to some of the reported 1,000 who were viewing the houses. WALT is broadcasting two weeks of remotes from the Florida State Fair.

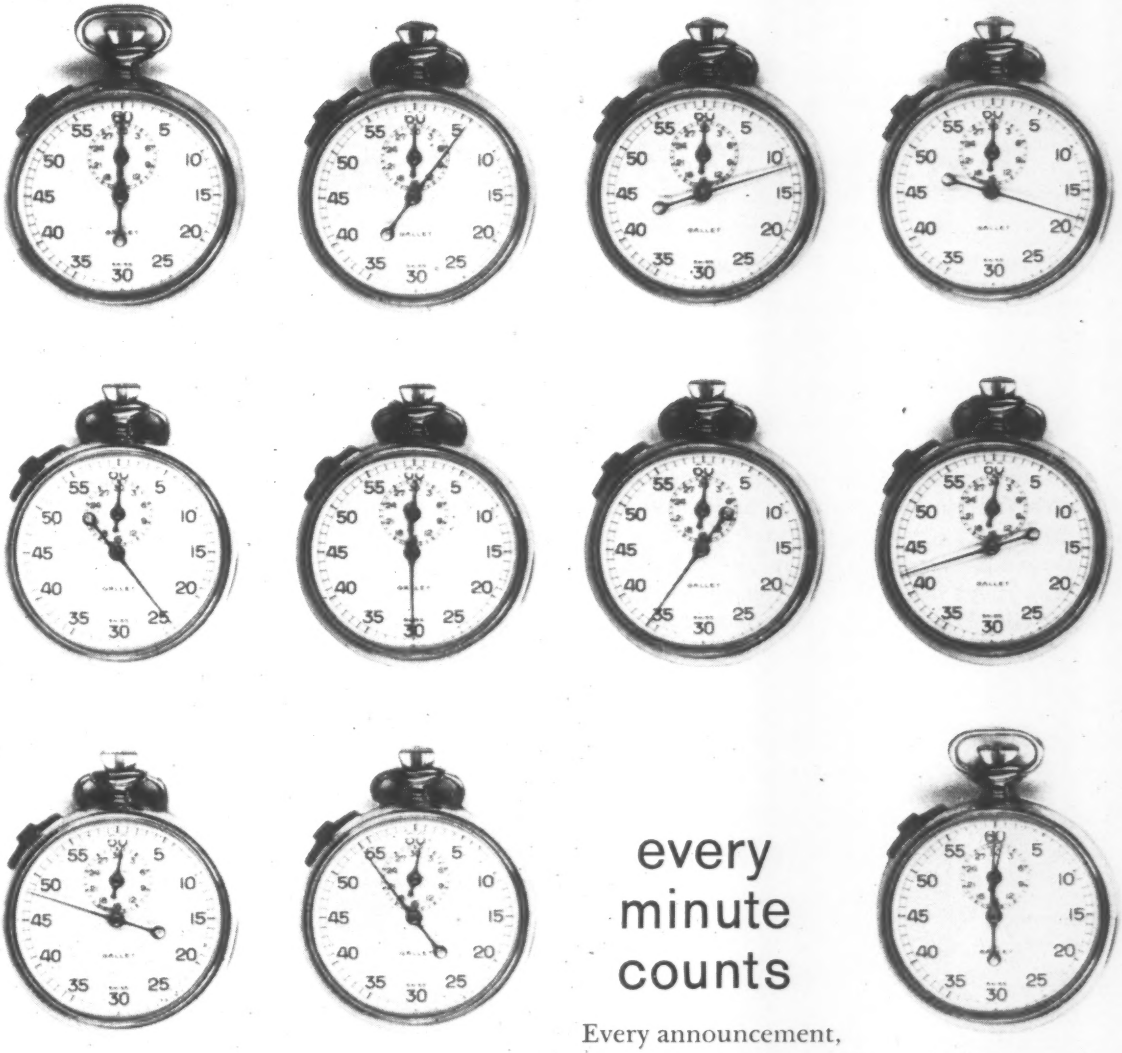
Hope Show Goes Behind Curtain

NBC-TV's *Bob Hope Show* will originate April 5 (9-10 p.m.) from Moscow, the network announced last week. Mr. Hope is en route to the U. S. S. R. to film the one-hour program in a Moscow theatre before an audience of officials of the U. S. Embassy and the Russian government with their families. Johnson Motors, through J. Walter Thompson Co., Chicago, is the agency.

KFLY Promotes State Centennial

KFLY Corvallis, Ore., is promoting the Oregon Centennial, to be observed next year, by giving presidents of state broadcaster associations certificates of appointment as ambassadors-at-large. Certificates were presented last week at NAB's Conference of State Presidents in Washington by Dave Hoss of KFLY, head of the Oregon association and a member of the centennial promotion committee.

MISS GREATER SPOKANE (Clara Erickson), selected by more than 50,000 KXLY-TV Spokane viewers from 250 other contestants, is pictured receiving a bouquet from Richard E. Jones, KXLY-AM-TV's vice president-general manager. Prizes accompanying the title: a $1,000 wardrobe, $500 cash, use of a 1958 automobile for a year, a one-year salaried contract with KXLY-AM-TV, expense-paid trip to Hollywood and New York to appear in live network telecasts and other gifts. Miss Erickson was officially crowned the first Miss Greater Spokane by Washington Gov. Albert D. Rosellini.



every minute counts

Every announcement,
every element of programming that you donate
counts in the 1958 Cancer Crusade.
Our Crusade messages could help those
stricken by cancer seek treatment before it is too late.
Time is vital in the saving of human lives.
Your cooperation also helps raise funds which will
bring the ultimate conquest of cancer that much closer.
Here's how we can help you help us.

RADIO: Free transcribed spot announcements; spot announcement copy; transcribed shows. We provide full programming, plus inserts for already established programs.

TELEVISION: Free 20-second and 1-minute film spots, including stars, news, weather and sports spots; flip board slides and telops; copy for live announcements. *For further information, consult the American Cancer Society Unit in your community or write to:*

AMERICAN CANCER SOCIETY / Radio and Television Section
521 West 57 Street, New York 19, New York

Nice slot for spot buyers on the lookout for something good in Atlanta radio

From 4:00 to 6:00 on the Voice of the South

Here's an afternoon segment that enables you to reach women in the home, men and women on the way home—and a goodly number of young people, too. First hour is called "Contact". Mr. Contact and his researchers find the answer to any question by contacting authoritative sources. Phone rings its head off, but "Contact" hasn't been stumped yet. Interspersed is satisfying music, news every half hour. At 5:00 "Music Man" takes over to hold the home audience while introducing a change of pace which captures the homeward-bound motorist. More music, sports, stock markets, traffic reports, weather, news—plus direct flashes from mobile radio units patrolling the city. Contact your Petry man for complete details. A few choice availabilities are open.

Paul McClay
WSB Radio's "Mr. Contact"

Jerry Vandeventer
WSB Radio's
"Music Man"

WSB Radio and WSB-TV are affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry.

WSB Radio

The Voice of the South / Atlanta

from **KAI JORGENSEN**, *chairman of the board and executive vice president, Hixson & Jorgensen*

Tv doesn't have to be national to pay off

One September Sunday afternoon a couple of years ago I knocked off whatever I was doing to watch the final baseball game of the Pacific Coast League season on tv. It was an exciting situation; the race had been close that year; the league championship was still at stake at game time. And it was still at stake when the game ended—a sudden-death playoff was scheduled for the following day in San Diego.

Before the announcement was finished I was on the phone calling Fred Jordan, advertising manager of Richfield Oil Corp. If we could get it, would Richfield like to sponsor the play-off? He'd been watching too and no explanations were needed. Yes, go to it and good luck. I had it; the station manager was at home. He wasn't sure whether the three advertisers who had sponsored the telecasts during the season—Chesterfield, Pabst and Ford—had arranged for any such contingency or not and whether they'd want to co-sponsor the playoff. If they didn't, it was Richfield's.

The long distance phones started buzzing, but without waiting for the decision we started our announcer on his way to San Diego. Without going into a play-by-play account of the following hours, which to me at least were even more exciting than the game itself, I'll get to the end of the story. The three national advertisers and their agencies couldn't make the necessary arrangements for the additional sponsorship in time. Richfield sponsored the playoff.

If anyone thought the sudden switch in baseball sponsorship surprising, I never heard of it. Chances are, no one did. People on the West Coast are used to watching special events on tv, courtesy of Richfield. And not just sports. Richfield's roster includes the signing of the Japanese peace treaty, the return of General MacArthur (and what a success that was. Apparently everyone who couldn't get out to greet him in person watched it all on tv, and Richfield got mail by the ton), the Republican and Democratic national conventions (in competition with the national tv network) and the announcement of the Salk vaccine for polio.

Televising the Salk announcement was something different, a real departure from usual tv fare, an event devoid of cheering crowds and martial music; a program that was certain to be solemn and might even be dull. But its importance to every parent seemed so vital that Richfield took the psychological risk (not to mention the technical one of the special hookup that brought the event all the way from Ann Arbor, Mich., to the coast) so that parents could see and hear not just a report of what the man said but the man himself saying it.

That's not the whole Richfield story, nor is Richfield the only Hixson & Jorgensen client whose broadcast approach to the public has been by a new and specially charted route, not necessarily the public-event-presented-as-a-public-service trail followed by Richfield. There's the Citizens Bank, a solid, conservative organization whose officers were hard to convince that they should use tv at all, let alone sponsor a young pianist's weekly sustaining half-hour on a local station. But they finally agreed to try it for 13 weeks and soon the demand for studio tickets was so large that they distributed them through a different branch bank each week. The offer of a special phonograph record not on sale but available only to people who opened a new account for $100 or more brought thousands upon thousands of new depositors and a long term contract for Liberace, who gratefully and graciously continued his local live show for them long after his syndicated filmed program made him a national tv star.

I could go on, but I think I've made my point. It's simply this: A local advertiser like Citizens or a regional advertiser like Richfield can't compete with the big national advertisers in buying big-name entertainment and top time on tv or radio. If they're going to use the broadcast media for anything but spot announcements (and we buy lots of those too), they've got to be pioneers, to experiment with new program patterns, to do something with a local or regional appeal that can't easily be duplicated at the national level.

When it comes off, it's very good; when the gods are with you, it can be great. A few weeks back we got one of our accounts (Arrowhead spring water) to co-sponsor the tv coverage of the Hoad-Gonzales tennis match in Los Angeles. We didn't foresee that a second set of 46 games would raise viewer interest to fever pitch and extend the air time 90 minutes past its anticipated sign-off, at no extra cost to Arrowhead, but that's what happened. (But we did remember what had happened when a network cut off a golf tournament with the decisive putt still rolling and we obtained a guarantee that Arrowhead and the tv audience would get the whole affair including the referee's call of game, set and match.)

But it doesn't always come off. A main fuse blew and knocked *Success Story* (weekly salutes to successful business concerns, telecast from their plants) off the air for a full three minutes during the program's visit to the *Los Angeles Times*. Another night, a power failure blacked the show out completely, leaving our host company of the evening with the cost of keeping his plant open at night, his employes on duty (and on overtime), with nothing in return but the abject apologies of the show's sponsor.

The advertiser must realize that experimenting, by definition, is risky. If he doesn't, and gets caught in full view of the tv audience holding an empty hat but no rabbit, the agency who sold him the idea without pointing out the risk involved will probably lose the account. I can't emphasize too strongly that if the client is at all dubious about a new tv program idea, at all fearful that the damage of a slip-up would be greater than the value of success, the only thing for the agency to do is to withdraw the suggestion and forget it.

Television's rapid growth and its spectacular success is apt to make us forget that tv land was only discovered by advertising 10 years ago and that it is still largely unexplored, let alone exploited. The regional agency with a prospecting bent, the regional client who, recognizing the risk, is still willing to grubstake a tv expedition, have a good chance of striking a lode that will pay off handsomely.

Kai Jorgensen, b. May 7, 1907, Valley City, N. D. Completed Otis Art Institute, 1926. One of his first jobs was in display department of Richfield Oil Co., account he now supervises at Hixson & Jorgensen. He joined H&J (then Hixson-O'Donnell) in 1937 as art director, rejoined the agency in 1947 after the war. Became a principal in the agency in 1948, when agency became H&J, is now executive vice president and chairman of the board. During his career has been past president of the Los Angeles Art Directors Club, the Southern California Advertising Agencies Assn., and director of the Southern California chapter of AAAA.

Frey Basing Point

SO NOW the Frey Report is out, and advertisers, agencies and media had better take a long, sober look at it.

There can be little doubt that, as the authors say, the 424-page report brings together more information about the advertising business than has ever been assembled in one place before. It lets advertisers and agencies, and to some extent media, say what they really think of one another. Thus it brings the problems of agency-client relationships out into the light and undertakes to present pertinent factors needed to examine and solve them sensibly. The most nettling problem, naturally, is that of agency compensation.

What will come of the report is an unanswerable question. Its last sentence suggests that "only one thing seems certain—compensation arrangements of the future will be much more realistic than they have been in the past." But this doesn't necessarily mean the 15% commission is dead. As co-author Albert Frey noted at a news conference, it merely means that negotiations are going to be more careful—so that, even if the 15% is retained, advertisers and agencies will have a better idea of why it's 15 and not some other percentage.

In an exclusive tape-recorded interview with BROADCASTING editors, published last Monday, Prof. Frey said that to him the most important feature of the study was the fact that it had been done in the first place, giving practitioners a starting point for individual improvement of relations. We are inclined to agree with this diagnosis and also with Prof. Frey's estimate that the full extent of the report's usefulness probably won't be known for a long time. Changes, if any, will crystallize gradually in negotiations between advertisers and their agencies individually.

Meanwhile, both friend and foe of the 15% system will be smart to study the report carefully—even if they disagree with part of it. This applies equally to media, for it is from media that agencies get their commission. The historic system cannot be changed bilaterally by the advertisers and the agencies. Media must have a voice in it too. Their rate structures are fundamentally involved and any major change could create major problems.

Skirmish Won; Battle Ahead

THE FCC, after prolonged procrastination, finally has postponed its consideration of applications for pay-tv tests until 30 days after this session of Congress adjourns, which to all intents means the balance of 1958. The FCC had no alternative.

Two committees of Congress responsible for communications legislation had decreed that the FCC should not assume jurisdiction until and unless it is specifically instructed to do so, on obvious grounds that national policy is involved and that Congress is responsible for enunciating policy. Hearings had been held by the House Commerce Committee, resulting in a request to the FCC to postpone consideration of the proposed tests. The Senate Commerce Committee, by a somewhat closer vote, took similar action. It also plans hearings—but on legislation which, if passed, would preclude imposition of charges for tv reception.

It is not surprising that a great hue and cry should erupt from the proponents of pay tv, who allege "deliberate misrepresentation" and use of the "big lie technique" by broadcasters. These are the same interests who for years have been deluging members of Congress, women's clubs, veterans' organizations and newspapers with propaganda in favor of pay tv and who, in the past few months, have hired just about every foot-loose lobbyist in Washington to peddle the pay-tv myth.

They were stunned to find that broadcasters, within a few weeks, were able to turn the Congressional tide by telling the audiences the facts and the consequences of toll tv as they saw them. Because of the manifest nationwide interest, there were network forums and debates. Many stations used their facilities locally.

Meanwhile, many newspapers published editorials supporting toll tv—as they have done for months. The columnists increased their pace and preponderantly were for the tests. Zenith saw to it that reprints of all of these columns and comments got to Congress, the FCC and to its general mailing list running into the thousands.

It's true that some stations editorialized against the tests and in favor of the Congressional action that eventuated. It is their prerogative to editoralize under the FCC edict of nine years ago growing out of the so-called Mayflower decision. The "other side" has been presented in the forums and interviews—and in the press which, if one is to believe the Zenith propaganda, is overwhelmingly in favor of the tests.

Drawn for BROADCASTING by Sid Hix

"Must be where their medical shows originate!"

The fight isn't over. Only the first skirmish has been won. The protagonists will go all out in the Senate hearings, just as they did in the House a few weeks ago. Broadcasters cannot afford to let down their guard until affirmative legislation, which will prevent the pirating of the public's free television programming, is enacted.

Canon 35's Day in Court

THE House of Delegates, ruling body of the American Bar Assn., acted wisely last week in turning down a proposal by one of its own committees to by-pass the basic principles of American justice. The House refused to accept a committee report that would have perpetuated the ABA's pre-television ban against visual-audio reporting of court trials. This report was submitted by a committee that had made no effort whatever to gather evidence on the merits of the case.

Impressive arguments by broadcast and newspaper spokesmen, plus warnings by ABA's own members, convinced the House that continuation of the ban (Canon 35) without proper study of the ways visual-audio media can cover a trial would have exposed this official arm of the judiciary to charges of acting with prejudice and without a fair review of the facts.

While many broadcasters feel it will be necessary to sire a whole new generation of lawyers and judges before long-time prejudices against radio and tv disappear, those directing the role of media in the controversy refuse to lose the battle by default. Robert D. Swezey, lawyer and broadcaster (WDSU-AM-TV New Orleans), told the House in plain terms why the NAB and the Radio-Television News Directors Assn. were opposed to the committee's plan. This plan would have modified Canon 35's wording slightly without removing its flat ban against radio-tv in the courtroom. Elisha Hanson, representing print and photographic interests, ably presented the newspaper side and at the same time affirmatively argued the right of electronic media to cover trials.

The ABA House took an unprecedented step when it agreed to let outside interests be heard in an official meeting. It showed a willingness to consider the facts before acting—a judicial precaution that the canon revision committee had deliberately ignored.

The House took official notice, after ABA President Charles S. Rhyne brought up the matter, that another ABA agency had been snubbed by the canon committee. This was the ABA Bar-Media Conference Committee which has been studying the visual-audio problem under direction of its chairman, Judge Walter M. Bastian, of the U. S. Court of Appeals, District of Columbia.

A potential tragedy was avoided by the House action last Monday. The serious task of determining the proper relationship of judicial processes and modern media should be performed professionally. It should be conducted by an impartial investigating body under foundation financing.

Henrietta sees Red

and puts a $1,000,000 film library to work!

Timebuyer Henrietta Hickenlooper picks WJAR-TV because WJAR-TV has a corner on quality feature films in the Providence market — the cream of the crop from 20th Century Fox, Warner Brothers, Selznick, MGM, RKO, Columbia, United Artists!

In the PROVIDENCE MARKET

WJAR-TV

is cock-of-the-walk in feature films!

CHANNEL 10 • PROVIDENCE, R.I • NBC-ABC • REPRESENTED BY EDWARD PETRY & CO., INC.